

LATEST PATENTS IN REFRIGERATION FIELD

(Concluded from Page 7, Column 5)

includes the resistance, the needle, the first contact piece, the first mercury switch, the first magnet and a battery of the proper polarity to cause a drop across the resistance, in a definite direction, a second electric circuit which includes the resistance, the needle, the second contact piece, the third mercury switch, the second magnet and a battery of the proper polarity to cause a drop across the resistance opposite to that caused by the first circuit, a thermocouple, a third circuit which includes the resistance, the galvanometer and the thermocouple, the direction of flow through said third circuit depending upon the drop across the resistance, a mercurial thermometer, a fourth circuit which includes the thermometer and the thermocouple and which may be opened or closed by the contraction and expansion of the mercury in the thermometer, a fifth electric circuit which includes the second mercury switch, electrical means for heating the thermocouple and a bulb which hermetically seals the thermocouple and the thermocouple heating means.

13. In a device of the class described, the combination with an electric circuit of a relay for opening or closing the circuit, a thermocouple, means for heating the thermocouple, means for shunting more or less current away from the thermocouple, and means for actuating the relay, said actuating means being controlled by the shunting means.

1,838,366. REFRIGERATING PLANT FOR THE FREEZING OF FISH AND OTHER GOODS. Oscar Dahl and Erik Arnfinn Hallgrim Kjørstad, La Rochelle, France. Filed Aug. 10, 1928, Serial No. 298,668, and in France March 17, 1928. 6 Claims. (Cl. 62-101.)

1. In a refrigerating plant wherein a cooling brine is circulated in a closed circuit, a number of apparatus adapted to be passed through by the brine, a number of said apparatus being arranged in parallel and, between one of the parallel arranged apparatus and the preceding apparatus, means for preventing the return of brine embodying two substantially vertical conduits in communication with each other at the upper part, at a level at least equal to the level of the brine column in said conduits which balances the pressure prevailing in said preceding apparatus.

1,838,466. COOLING AND VENTILATING APPARATUS. Alexander William Stewart, Glasgow, Scotland. Filed Nov. 7, 1930, Serial No. 493,949, and in Great Britain Nov. 11, 1929. 1 Claim. (Cl. 257-68.)

Apparatus for the purpose specified comprising, in combination, a cooler, a regenerating dryer, means for drawing atmospheric air over one heat transfer surface of said dryer and discharging such air to the cooler, a connection for passage of air from said cooler to another heat transfer surface of said dryer, a connection for discharge of air from said last mentioned heat transfer surface to the space to be ventilated, and means whereby a controlled fraction of the air from said cooler may be caused to by-pass said second mentioned heat transfer surface.

1,838,872. REFRIGERATING APPARATUS. Frank W. Schwinn, Chicago, Ill. Filed March 16, 1928, Serial No. 262,075. 1 Claim. (Cl. 62-6.)

In refrigerating apparatus, a main brine-tank means for maintaining the brine in said tank at freezing temperature, a moderate-temperature refrigerating compartment, and pumping mechanism comprising an electric motor mounted on the main brine-tank, a pump in the main brine-tank, a tubular member through the medium of which said pump is suspended from the top of the main brine-tank, a coupling-shaft connecting said pump with the armature-shaft of the motor, means for conducting brine from said pump to said moderate-temperature compartment and back to said main brine-tank, and a thermostatic device controlling the circuit of said motor and having an element located in said moderate-temperature compartment and responsive to temperature changes therein.

1,838,954. REFRIGERATOR. Glenn Muffy, Richmond, Mich., assignor to Copeland Products, Inc., Detroit, Mich., a Corporation of Michigan. Filed Feb. 20, 1930, Serial No. 429,863. 9 Claims. (Cl. 62-108.5.)

1. In loosening means for refrigerator trays, each tray being provided with a downwardly disposed cam surface; a lift-applying device including a cam member disposed for engagement with said cam surface—said refrigerator including a baffle provided with an opening through which said tray is removable, and said device being provided with manipulating means including a part accessible in front of said baffle.

1,839,104. COOLING TOWER. Gregory H. Lufur, Los Angeles, Calif. Filed Aug. 1, 1927, Serial No. 209,751. 19 Claims. (Cl. 261-113.)

1. In a cooling tower of the class described, superimposed perforated decks, and inclined louver boards disposed in similar relation to successive decks, each of said boards having the lower edge thereof disposed above the plane of the lower deck of an adjacent pair and the upper edge thereof disposed above the plane of the upper deck of said pair whereby a planar sweep of air is provided for beneath a said louver board and across the upper surface of a said lower deck.

TRADE-MARKS

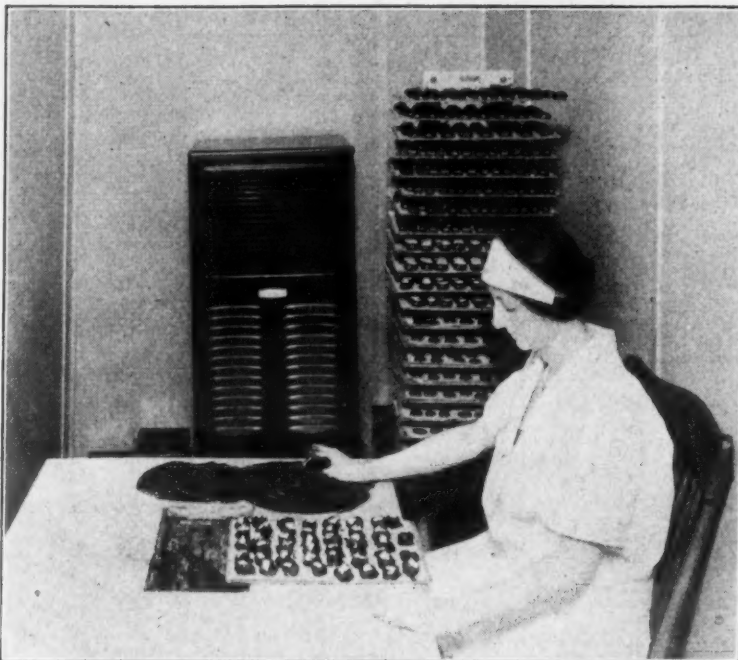
Serial No. 320,576. The Apex Electrical Mfg. Co., Cleveland, Ohio. Filed Oct. 29, 1931.



Apex

For Artificial Refrigerating Units and Parts Thereof.
Claims used since June 15, 1931.

Controlled Candy Manufacture



C. C. Winchester, manager of the Higgins candy shop, Atlantic City, N. J., reports that the installation of a room cooler improved candy manufacture so much that his chocolate business tripled in one summer.

ROOM COOLER IS HELPFUL IN CANDY MANUFACTURE HAMILTON WATCHES TIMED IN 40° F. COMPARTMENT

ATLANTIC CITY, N. J.—For more than 20 years, Higgins' boardwalk shop, makers of salt water taffy and other candies, waged a fight against the bogey of humidity. It was practically impossible for them to make chocolates in any quantity during the warm weather months, for the moisture in the air, coupled with the effects of the sun's hot rays beating down on the boardwalk caused the chocolate coating to turn an unattractive gray.

However, last summer, one of the hottest on record at the shore resort, saw Old Man Humidity completely routed in the Higgins' establishment. For C. C. Winchester, manager, had brought into play one of science's newest weapons against this weather evil—room-cooling by electrical means.

In a specially-insulated chocolate-coating room, designed by Mr. Winchester himself, an electrically refrigerated room cooler was installed early last June under the direction of Frigidaire engineers. The chocolate phase of the business immediately began to look up.

"By the end of the summer we had tripled our chocolate business," Mr. Winchester says. "And that wasn't all. During previous years, in a vain attempt to keep up with the demand for chocolates, we spent an average of \$35 a month for ice refrigeration. Last summer, however, the 1½-hp. mechanical unit operating the room-cooler consumed an average of only \$9 a month in electricity, in spite of the fact that we were passing through the hottest

LANCASTER, Pa.—Electric refrigeration, like electric transportation, electric power, the radio, telephone and other modern applications of electric power, has created conditions that must be taken into consideration by those who design watches, according to engineers of the Hamilton Watch Co. Magnetism has caused annoyance to many a watch wearer whose vocation necessitates close proximity to magnetic fields, and in the case of electric refrigeration both magnetism and temperature conditions are important factors, they point out.

Temperature variation has a definite relation to watch reliability, so it must be taken into consideration by the watch designer. Hamilton watches are timed in a refrigerator at about 40° F., and again in a high temperature compartment at 95° F.

season on record in Atlantic City.

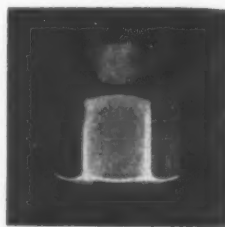
"The room-cooler, by virtue of the additional profits it made possible and its low operating cost, not only completely solved the problem of humidity, but paid for itself during its first season. Furthermore, it paid the cost of designing and building our well-insulated candy-coating room.

"We were able to maintain at all times within the room a temperature of 65° F., which is ideal for candy-coating purposes. On some of our hottest days, the thermometer outside hovered around the 100° mark. Thus, we sometimes had a differential of 35° F."

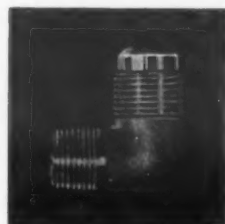
PRECISION

PRECISION methods in the fabrication of Commonwealth Brass seepage-proof fittings have played a large part in the building of their reputation among the leaders of the refrigeration industry.

Fabricated from hot forged brass and extruded brass rod; precision-machined to unusually close limits; 100 per cent inspected; with tube seats protected in shipments to prevent nicking or marring; seepage-proof connections are assured for the life of the installation when Commonwealth Brass fittings are used.

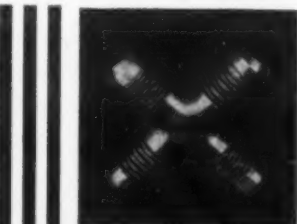


Forged brass nuts do not distort under any wrench pressure.



Threads are cut to S. A. E. No. 2 (medium fit) standards.

BUILT RIGHT—TO STAY TIGHT

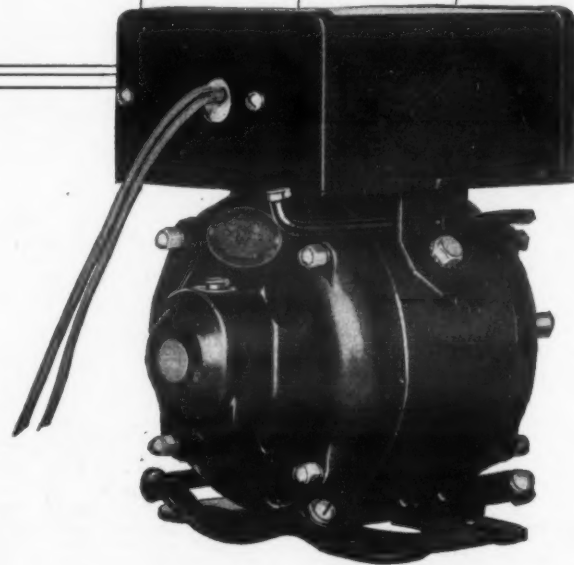
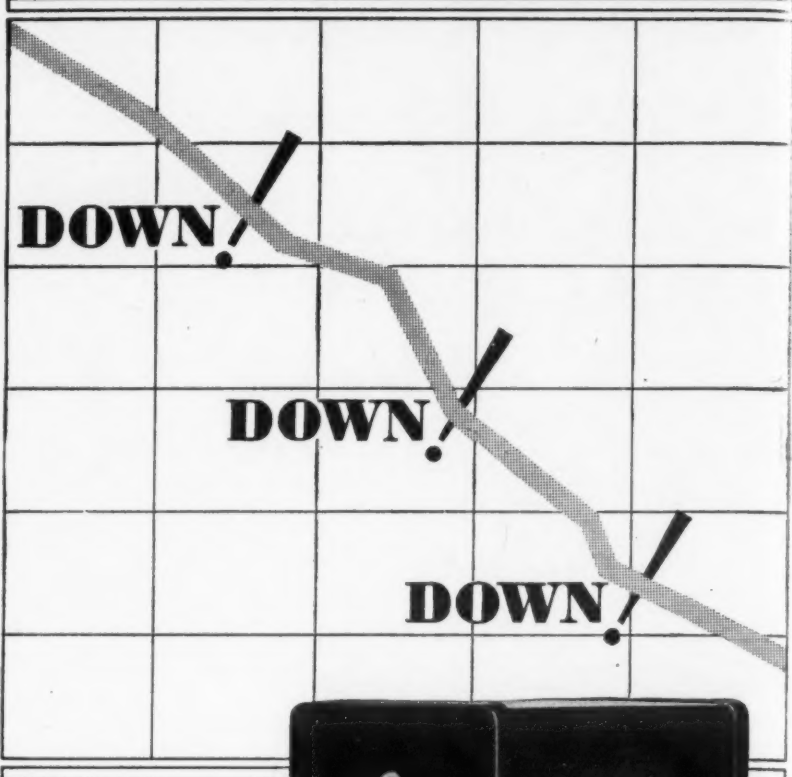


Each seat on Commonwealth fittings is protected in shipping.

Send for catalogue No. 36, a most complete descriptive catalogue of refrigeration fittings, and learn why careful buyers prefer our line.

COMMONWEALTH BRASS CORPORATION
COMMONWEALTH AT G. T. R. R.
DETROIT

G-E TYPE KC



go your service problems

WITH the Type KC "care-free" capacitor-motor in your 1932-model refrigerator, the graph of your service complaints approaches zero. The enviable reputation of this motor is attested by the many manufacturers who have adopted it.

The "care-free" motor, because of extreme simplicity of design, is unusually dependable. Its long life is the result of minimized points of wear.

Give your new design every asset—every sales appeal; specify Type KC, the "care-free" motor.

GENERAL ELECTRIC

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THREE DOLLARS PER YEAR

General Motors Announces Faraday Gas Refrigerator

Absorption System Used in New Unit; To Be Sold Only through Gas Utilities

By George F. Taubeneck

DAYTON, Ohio—General Motors Corp. will place on the market a gas-operated absorption refrigerator, the Faraday, early in February, according to R. F. Callaway, vice president in charge of sales of the newly formed Faraday Refrigerator Corp. Faraday refrigerators will be sold only through gas utilities, declares Mr. Callaway. Each utility will act as a dealer working directly with the Faraday Refrigerator Corp.

No wholesale distributors will be appointed. Many of the gas utilities which will operate as Faraday dealers, however, have associate dealers and sub-dealers, according to Mr. Callaway.

This is the first time that any General Motors product has been distributed exclusively through public utilities.

"Prices of Faraday refrigerators will compare with present prices of quality electric refrigerators," states Mr. Callaway.

For awhile, at least, Faraday gas refrigerators will be sold only East of the Mississippi river. Marketing will be conducted principally in the eastern and middle western sections of the United States, where some 80 per cent of the possible prospects (those who have gas and can use it) are located.

Faraday absorption type refrigerators employ a solid absorbent, run on an intermittent cycle, have units which per-

(Concluded on Page 16, Column 4)

KELVINATOR STARTS FIELD CONVENTIONS

DETROIT, Mich.—Dates for more than 50 Kelvinator distributors' conventions have been announced by the executive staff.

The Kelvinator Corp., which formerly held one large convention for distributors at the factory, is experimenting with a new idea this year in taking the conventions "into the field." The meetings will be held between Jan. 18 and Feb. 29, with officials from the factory taking the major roles.

Sales plans for 1932, which have been evolved after intensive surveys and studies of the refrigeration market, announcements of the new domestic line and expansion of the commercial line, and details as to the 1932 advertising

(Concluded on Page 16, Column 1)

BAILEY NAMED WEST COAST MANAGER FOR GIBSON

GREENVILLE, Mich. — Harry H. Bailey has been made resident manager of the West Coast, for the Gibson Electric Refrigerator Corp., with headquarters in Los Angeles.

Mr. Bailey was transferred to the coast at his own request, as his wife's poor health necessitates their moving to a warmer climate. His former position was that of assistant sales manager of the Gibson Corp.

Crosley To Market Low-priced Line of Electric Refrigerators

By George F. Taubeneck

CINCINNATI, Ohio, Jan. 19.—Low-priced refrigeration will be offered by Crosley radio distributors and dealers throughout the country this spring, according to Neil Bauer, sales manager of the Crosley Radio Corp.

A line of Crosley household electric refrigerators will be presented to Crosley distributors at the Congress hotel in Chicago today. After looking the line over and discussing the scope and possibilities of the market, these distributors will confer with factory officials and arrive at a set of list prices.

But whatever the exact outcome of the conference will be, Crosley electric refrigerators will definitely be in the low-priced field, Mr. Bauer declares.

No change in the present Crosley sales organization will be made to accommodate the new refrigeration line,

according to Mr. Bauer. The line will be offered to more than 100 of Crosley's distributors, and to the best equipped of the dealers among the 19,000 on the Crosley list.

The same sales executives who direct Crosley radio sales will also handle sales of Crosley refrigerators. These include Mr. Bauer, G. H. Corbett, advertising manager, Lewis M. Crosley, vice president and general manager, and Powell Crosley, Jr., president.

Many of the Crosley distributors who now handle various lines of electric refrigerators will relinquish their franchises to take on Crosley refrigerators, Mr. Bauer declares. Such distributors have been merchandising electric refrigerators with a view toward learning the business and getting all set for the

(Concluded on Page 16, Column 3)

ANNUAL EARNINGS OF KELVINATOR CORP. \$1,671,709

Domestic Sales Gain 10%; Total Volume Under 1930

DETROIT—Net profit of the Kelvinator Corp. and its subsidiaries for the year ended Sept. 30, 1931, amount to \$1,671,709.19, as compared with \$1,601,016.37 for the previous year, an increase of 10 per cent, according to the sixth annual report of the corporation to its stockholders.

The report was made at a meeting of the stockholders Jan. 18 at Kelvinator headquarters.

The 1930-31 earnings include cash dividends aggregating \$170,000 declared out of profits of Refrigeration Discount Corp., but do not include the proportionate amount of the earnings of Kelvinator of Canada, Ltd., applicable to the common stock held by Kelvinator Corp., which proportion amounts to \$57,325.28 based on a statement of the Canadian company presented at the same time.

The Kelvinator Corp. holds a 74.8 per cent interest in the common stock, and a 16.1 per cent interest in the preferred stock of Kelvinator of Canada, Ltd.

Net sales for the year amounted to

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SERVEL, INC., REPORTS \$1,067,397 PROFIT

EVANSVILLE, Ind.—Serval, Inc., and subsidiaries report for the year ended Oct. 31, 1931, a net profit of \$1,067,397 after interest, depreciation, federal taxes, etc., equivalent after allowing for dividend requirements on 8,389 shares of 7 per cent preferred stock outstanding at the end of the period, to 58 cents a share on 1,736,426 no-par shares of common stock.

In the previous year the company reported for 10 months ended Oct. 31, 1930, a net profit of \$559,603 after interest, depreciation, taxes, and costs of introducing new models, etc., equal to 29 cents a share on 1,729,850 shares of common stock.

The fiscal year has been changed to end Oct. 31 instead of Dec. 31.

Current assets, including \$3,654,729 cash, were \$6,718,302, and current liabilities were \$753,464, on Oct. 31 last, comparing with \$6,492,864 and \$776,505 respectively, on Oct. 31, 1930.

Directors declared an initial dividend of \$7 on the preferred stock for the year 1932, beginning Feb. 1. The dividend is payable quarterly.

Serval, Inc., preferred dividends for the year of 1932 are payable Feb. 1, May 2, Aug. 1, and Nov. 1 to stock of record Jan. 20, April 20, July 20, and Oct. 20, respectively.

H. M. PAULEY JOINS GIBSON EXECUTIVE SALES STAFF

GREENVILLE, Mich.—H. M. Pauley has resigned his position as service manager of the Grigsby-Grunow Co. to become special representative contacting distributors in a sales capacity for the Gibson Electric Refrigerator Corp., according to F. A. Delano, under whom he will work.

Mr. Pauley and Mr. Delano were formerly associated when both of them were with Grigsby-Grunow in the Majestic refrigerator division.

Mr. Pauley has just returned from the South, where he assisted P. W. Peck, southern district manager, in signing up distributors. He planned to be at Gibson headquarters at the Radio Show in Chicago for the full week of the show.

DEALER MAKES ONE SALE DAILY AFTER SHOW

ATHENS, Ga.—A sale a day in the week following the first Athens Food Show, resulting directly from prospects obtained at the show, was the record reported by C. S. Martin, Frigidaire dealer, here.

1,100 Dealers, Distributors Attend Copeland Conclave

Lower Prices Are Feature of 1932 Line; Sales Program Dramatized in Lengthy Play

By George F. Taubeneck

DETROIT, Jan. 19.—Living drama put punch into the sessions of the seventh annual Copeland national convention of dealers and distributors, which drew here some 1,100 delegates yesterday and today. Introduced at this convention were 13 new household models, with various debutante features, a one-ton commercial machine, and

♦ a set of lower prices.

Not to be outdone by Eugene O'Neill's play, "Mourning Becomes Electra," and the O'Neill scheme of beginning a play in the afternoon and finishing it at night (with time out for dinner), Vice President W. D. McElhinny wrote, directed, and produced a play, "Refrigeration Becomes Electric," which began in the morning and finished in the evening (with time out for lunch). Members of the cast were selected from the Detroit Players Club.

The four acts of this play were interspersed throughout the Monday program with speeches made by Copeland executives. General theme of the play was the rejuvenation of a feet-on-desk, calamity-howling dealer into a go-getting salesman who employed all the latest Copeland sales strategy.

Speakers Monday morning included W. R. Wilson, chairman of the board of Copeland Products, Inc.; Louis Ruthenburg, president; and W. D. McElhinny, vice president in charge of sales, who drew the curtain on the 1932 Copeland line. Luncheon was served in the basement of the auditorium.

In the afternoon Ralph Douglass, ad-

(Concluded on Page 4, Column 4)

Greets Salesmen



WILLIAM ROBERT WILSON
Copeland board chairman greets 1,100 convention delegates.

RADIO DEALERS HEAR TALK BY RUTHENBURG

CHICAGO, Jan. 19.—Methods of measurement by which merchants may reach conclusions about products lending themselves to specialty selling, and particularly with reference to electric refrigeration, were discussed in an address delivered by Louis Ruthenburg, president of Copeland Products, Inc., before the sixth annual convention of the National Federation of Radio Associations this morning in the Congress Hotel.

In the opinion of the board of directors of the federation, according to H. G. Erstrom, executive vice president, "radio distributors must add allied lines to their radio products in order successfully to continue in the distributing business. This is due chiefly to the fact that the unit sales of radio have dropped considerably, as well as the price per unit."

Mr. Ruthenburg's speech will be printed in full in the Jan. 27 issue of ELECTRIC REFRIGERATION NEWS.

New models of radios are on display during the week's meeting.

200 B.T.U. MEMBERS TO ATTEND CONGRESS

DAYTON, Ohio, Jan. 18.—The 200 leaders of Frigidaire Corporation's 15,000 selling men throughout the United States will come to Dayton Jan. 28 and 29 to be accorded the greatest sales honor conferred by this General Motors subsidiary—membership in the Frigidaire BTU Quota Club Congress.

The congress is the honor body of the company's organization for selling men who exceed their year's sales quotas. Every sales district in the country will send its high supervisors, dealers, and salesmen to the two-day event.

Twice as many field representatives will make the trip to Dayton this year as last, a factory announcement stated.

The presidency of the congress will

(Concluded on Page 16, Column 5)

LEONARD SHIPMENTS GAIN 24% IN QUARTER

DETROIT—Shipments of Leonard electric refrigerators for the first quarter of the 1932 fiscal year are 24 per cent greater than for the first quarter of 1931.

The 1932 line, consisting of eight models, was shown for the first time at the 51st Leonard convention last October.

Fada, Radio Firm, Introduces Six New Refrigeration Models

NEW YORK—Fada, a name of long standing in the radio field, has just announced its bid for a portion of the electric refrigeration market with the introduction of six domestic boxes in three sizes.

F. A. D. Andrea, Inc., has set the current week, Jan. 17 to 24, for a private pre-view of its new refrigerators to the trade being held at the Stevens Hotel, Chicago. The company will still maintain its established production of radio receiving sets and electric irons.

Frank A. D. Andrea, president of the company, states that the new refrigerators will be presented to the public in February. An organization of distributors and dealers is now being perfected, with added impetus expected from the Chicago trade showing.

The Fada line will consist of six models for household and apartment,

three with all-porcelain finish and three with lacquered exterior. The preliminary announcement claims abolition of the noise-making belt drive, fewer moving parts, and no expansion or float valve on the evaporator.

L. J. Chatten, vice president and general sales manager of the Fada corporation, is in charge of the Chicago pre-view. R. M. Klein is general manager, and S. H. Beebe, advertising manager. The main offices and manufacturing plant are located in Long Island City, N. Y.

A Fada feature is a "pressure control" which eliminates all moving parts on the evaporator, such as expansion or float valves, which are supplanted by a capillary tube.

The cabinets are by Seeger, with Dry-Zero insulation between walls of 18-

(Concluded on Page 16, Column 5)

HADDEN SHOWS GAIN IN COPELAND SALES

DETROIT, Jan. 18.—Tracing the measure of growth of Copeland sales since the first national convention five years ago, C. W. Hadden, general sales manager of Copeland Products, Inc., today outlined to the national convention the corporation's plans for 1932.

"During the past seven years Copeland has steadily developed along sane and sensible lines," he said, characterizing its business methods as consistent rather than spectacular.

"In 1932, we have the country divided into three territorial regions. The regional sales managers superintend the activities of our sales organization in the regions assigned to them, and are responsible for the development of business in their respective territories. Ten assistants are assigned to these men, who also have definite territories over which they have supervision."

Mr. Hadden told of the commercial sales department operating from the home office to contact distributors and dealers and assist them with local sales problems, training sales forces, and contacting prospects.

The service and installation department of the factory will have men assigned to each region during 1932, he continued. These men will advise how to develop an installation and service department in order that it be made an adjunct to sales.

He read a table of percentage growth showing that in 1927 factory shipments of Copeland units exceeded those of 1926 by approximately 51 per cent; 1928 shipments exceeded those of 1927 by 39 per cent; 1929 shipments exceeded those of 1928 by eight per cent; 1930 shipments exceeded those of 1929 by 25 per cent; and 1931 exceeded those of 1930 by 23 per cent.

Copeland Outlets Report Increases

DETROIT, Jan. 17.—Reports of the greatest year in their business were brought by the advance guard of distributors and dealers gathering at the Book Cadillac Hotel tonight in readiness for the Copeland national dealer convention which starts tomorrow.

The three factory branches of Copeland Products, Inc., in New York, Chicago, and Detroit all report gains in 1931. Net sales of the Copeland Refrigeration Co. of New York for 1931 were 73 per cent greater than for 1930.

A gain of more than 100 per cent in sales in 1931 as compared with 1930 was reported by Ralph M. Graham, president, Copeland Refrigeration Co. of Detroit, which has charge of Copeland sales for the state of Michigan.

Howard E. Mason, People's Hardware Corp., distributor at Harrisonburg, Va., said, "Our electric refrigeration business in 1931 was two and a half times as large as it was in 1930, and present prospects are that 1932 will be at least double 1931. We have prospects of closing more sales of commercial refrigeration equipment by April 1 than we did all last year together."

From New England, T. G. Tynan, vice president in charge of sales, New Haven Electric Co., New Haven, Conn., reports an increase of 64 per cent for 1931 above the 1930 sales. Sales for October, November, and December, 1931, exceeded those of the same period in 1930 by 321 per cent.

In York, Pa., C. G. Eyster, of the H. E. Goodling Electric Co., reported an increase of 39 per cent in sales, as compared with those of 1930. Mr. Eyster said that with 209 different industries in York, present conditions had not affected them as much as other communities.

1-TON CONDENSER IS BUILT BY COPELAND

DETROIT, Jan. 18.—The new "Dreadnought," Model T, one-ton condensing unit, was one of the featured additions to the Copeland line introduced at the annual Copeland convention session today.

In describing the new model, W. D. McElhinny, vice president, Copeland Products, Inc., said, "The new Copeland Model T commercial condensing unit has a rated capacity of 2,375 lbs. of refrigeration, according to the A. S. R. E. rating (5° suction temperature and 86° condensing medium)."

It has an overall length of 47.5 in., a width of 17.5 in., and a height of 30 in. The model is equipped with a motor of 2-hp. with specially built-in spiral gear reduction delivering a speed of 365 revolutions per minute to the compressor. This type of drive eliminates the conventional belt drive.

A magnetic relay switch is bracketed to the motor as standard equipment and fully wired to the control and motor, eliminating this wiring at the time of installation. The unit is entirely enclosed with the exception of a short drive shaft connected to the compressor by a new design of flexible coupling.

The compressor is of the three-cylinder vertical type. The throws on the crankshaft are spaced at 120° intervals so that at each third part of a revolution a compression stroke is completed. A large water jacket, connected to the water outlet of the condenser, surrounds the cylinder head and part of the cylinder walls to keep the head cooled.

Two sections of the condenser coil supports and exterior shells are connected to a central ring casting, on which the shut-off valves are also located.

McElhinny Introduces Copeland Line, Discusses 1932 Sales

DETROIT, Jan. 18.—Reduction in prices, increase in the number of models, and a new type insulation are three of the features of the 1932 Copeland household line introduced by W. D. McElhinny, vice president of Copeland Products, Inc., to the Copeland national convention, here, today.

The line is divided into three groups for 1932, each in a different price range. The lower-priced group consists of two models, the A-442 and A-562, built for small homes and apartments.

Hardware on these models is of brass, two-tone chromium plated. The doors are heavy and massive, and fitted this year with black door strips. The one-piece porcelain lining is rolled to the door strip to make cleaning an easier and more thorough job.

'Corrigant' Used as Insulant

"Corrigant," the new insulation, comes in pads, each wrapped in a moisture-proofing material, and fitted tightly into place. A self-sealing gasket is fitted on the doors. Ice capacity in the A-442 is 63 cubes, with a double-depth ice drawer for making desserts.

A new feature of this and all Copeland models for 1932 is the Copeland slide basket, a large web steel basket suspended on runners so that it can be easily withdrawn from the refrigerator.

The new shelves are of heavy steel, with flat instead of rounded bars. A new patented feature is the telescopic shelf, which makes for a flexible arrangement permitting the keeping of bottles or large articles in the refrigerator. Half the space of the bottom shelf can be telescoped in this manner.

Enclosed Cooling Coil Used

A new enclosed cooling coil is used in the 1932 line, given greater capacity, run at a slower speed, and provided with an automatic cut-out in case of current difficulty.

The backs of the two inexpensive models, as of the higher-priced groups, are completely finished. The A-442 has 4.4 cu. ft. of food space. The A-562, combining all these features, has over 5.5 cu. ft. of food space, and 9.08 sq. ft. of shelf area. The doors and hardware are somewhat heavier.

In the intermediate group there are four models, the A-522, 5.2 cu. ft., with lacquer finish, and the P-522, the same model except in porcelain finish; the A-612, the same grade of cabinet only of larger size, and the P-612, just like the A-612 except with porcelain finish.

Automatic Interior Lights

These models have automatic electric lighting inside besides all the features mentioned for the lower-priced group. They have 108-ice cube capacity, and pure rubber door strips.

The smallest of these cabinets contains 5.2 cu. ft. of food space, and the larger two have 6.1 cu. ft. of food space. Both have lowered prices.

Mr. McElhinny warned against selling refrigerators which are too small in capacity for the needs of a family, and in this connection introduced two extra-large moderately-priced models, the A-772 and the P-772, refrigerators of 7.6-cu. ft. food space and 162-ice cube capacity.

DeLuxe Line

These models have two double-depth drawers, electrically lighted interiors, 8-in. legs, a larger cooling unit, and are lower priced.

The DeLuxe line comes in four models, the E-682, with 6.83 cu. ft. of food space; the D-682; the E-932, with 9.36 cu. ft. food space; the D-932, and the E-1552, an extra large model.

The models have 108-ice cube capacity with two double-depth ice drawers for making ice blocks.

A second zone of refrigeration is found in the Copeland Coldrawer, for keeping fresh meats and other hard-to-keep foods. This drawer may also be used for making a block of ice weighing around 11 lbs.

A third zone, the Copeland Coldtray, is designed to store foods to be kept at a low temperature yet not frozen. Below this comes the Coldcrisper, for cooling heavy vegetables, etc.

Another compartment keeps foods at ordinary temperature (40° to 50°). The DeLuxe line is equipped with the Copeland system for cooling drinking water, a porcelain receptacle with chromium plated faucets and inlets to hold two gallons of water.

CALIFORNIA UTILITIES REPORT 1% INCREASE

SACRAMENTO, Calif.—Gross receipts of electric utilities in California increased one per cent in the first 11 months of 1931 as compared with the same period in 1930, according to a statement by the state director of finance, Rolland A. Vandegrift.

Most of this increase, he stated, occurred in November, when receipts were 4 per cent greater than for November, 1930.

Similar increases, he added, occurred in the gross receipts of gas utilities.

DETROIT—"Out in front of us lies a market which is somewhere between 83 and 86 per cent unsold. Copeland means to go after that market with all the energy at its command," W. D. McElhinny, vice president in charge of sales, told the record attendance of 800 distributors and dealers at the opening session of the annual Copeland dealer convention in the Masonic Temple, here, today.

The 1932 Copeland advertising campaign was characterized by Mr. McElhinny as the largest since the beginning of Copeland. Popular magazines, trade papers, billboards, radio, road-signs, shows, and exhibits will be used in it.

9 Sale-increasing Methods

Nine methods of increasing sales were outlined by Mr. McElhinny, as follows:

(1) Perfect the present Copeland organization; bring it to a higher state of efficiency.

(2) Increase the size of the organization for more coverage.

(3) Intensify the increased organization.

(4) Build a better product, since the public learns in time where the greatest value lies.

(5) Increase the number of products; the Copeland 1932 line has additions in both its domestic and commercial equipment.

(6) Enter new refrigeration fields; Copeland enters this year with a complete line of gasoline-driven equipment for use on farms, with a new one-ton commercial unit, and with new air conditioning equipment.

(7) Increase advertising and sales promotion; appropriations for 1932 for this are the largest in Copeland history, and the personnel has been increased.

(8) Reduce prices. Cuts have been made in the price of the entire Copeland domestic line, with added features at the same time. Devices for additional food space, larger ice capacity, telescopic shelves, sliding baskets, new hardware, etc., are some of them.

(9) Harder work.

Golden Age of Refrigeration

That electric refrigeration is now in its Golden Age is the belief of Mr. McElhinny. "Nearly everyone who owns a home or lives in a rented house wants an electric refrigerator. I am inclined to believe that the unsold market increase is greater than the sold market every year; at least we are gaining only slightly on it.

"As this depression has continued, it has become more obvious that these times represent a new deal. The cards will probably not be distributed exactly the same way again, but they will be played. The game of business is still open. Use a little imagination as you go through 1932."

RADIO ADVERTISING PROBE APPROVED BY SENATORS

WASHINGTON—The Senate Jan. 12 adopted a resolution instructing the Federal Radio Commission to report on the commercial and educational uses of the radio and to suggest a plan for controlling or eliminating the present commercial usages of broadcasting facilities.

Information on the practicability of government ownership and control of radio facilities was also asked.

This was the resolution introduced by Senator Couzens of Michigan about a week before. It was amended by Senator Dill (Dem.) of Washington to require a report on educational uses.

In his resolution, Senator Couzens, pointing to "a growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising," asked the commission to determine the extent to which broadcasting is used for commercial advertising. His resolution in full was printed in the *ELECTRIC REFRIGERATION NEWS* for Jan. 13.

"The commission is ready and willing to make the investigation asked by Senators Couzens and Dill," Commissioner Harold A. LaFont stated following the Senate's adoption of the resolution. "The advertising investigation will require considerable work and time."

In both investigations questionnaires will probably be sent to broadcasters, Mr. LaFont said.

SERVEL REPRESENTATIVE GOES TO CANAL ZONE

EVANSVILLE, Ind.—W. F. Cissell, Servel factory representative, sailed from New Orleans Saturday for the Panama Canal Zone, where he will check installations of Servel Hermetic refrigerators to be placed in the United States Army quarters there.

The shipment of Servel refrigerators recently sent to that region is a part of the huge U. S. Government order placed with the Servel factories for installation to be made in army and navy posts and hospitals in the United States, Canal Zone, Hawaiian Islands and Philippine Islands.

McCORD

Evaporator Dealers Have No Stock Problems



Just 36 Coil Sizes PERMIT

297 EVAPORATOR COMBINATIONS

The McCord line of copper-fin commercial evaporators includes only 36 coil sizes—but because of the standardized sizes and capacities of the units, 297 different combinations can be made up, a number large enough to meet practically any bunker condition. Standardization of coil lengths and fin spacings with the positive-seal type couplings used by McCord permits a flexibility that not only permits the McCord dealer to take greatest advantage of bunker arrangements, but also reduces the stock of evaporators and his investment in evaporator sizes.

Even complicated multiple hook-ups can be quickly supplied by McCord dealers by simply combining the required number and size of coils with the McCord couplings. Such evaporators can be made up from standard coils carried in stock—or they can be ordered direct from the McCord factory and shipment will be made the same day the order is received.

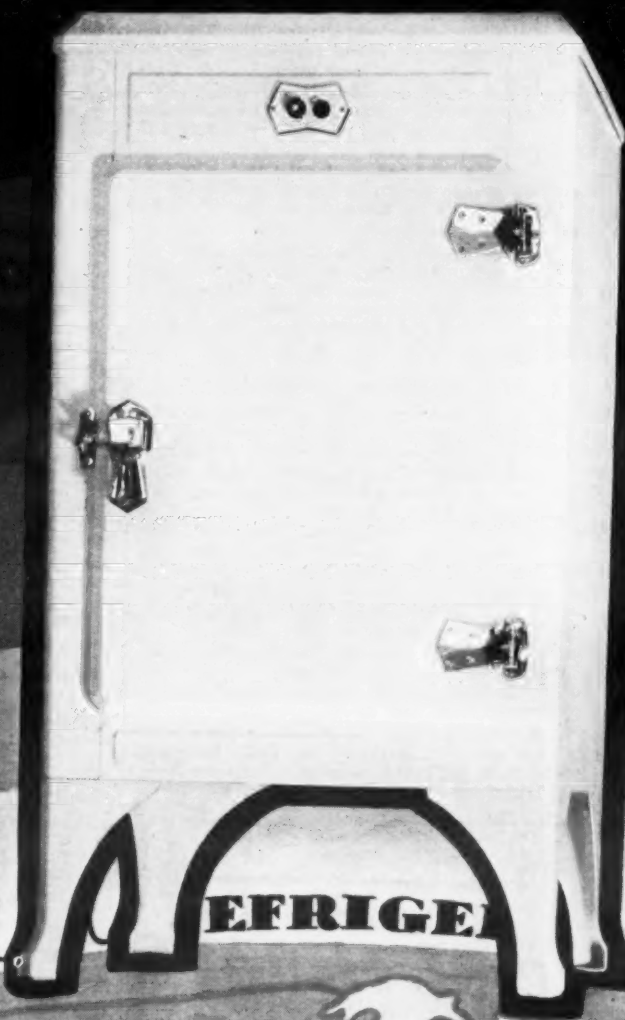
Why tie up your money in a big stock of odd sizes? Why take up useful stock space with dozens of cumbersome evaporators of assorted sizes? Standardize on McCord Copper-Fin Commercial Evaporators—the most efficient and most scientifically made evaporators on the market—give your customers the best they can buy—and at the same time make faster deliveries and save yourself time, trouble, space and frozen capital.

REFRIGERATION
ACCESSORIES
DEPARTMENT OF

McCORD

RADIATOR
& MFG. CO.
DETROIT, MICH.

GIBSON



THE MOST Beautiful REFRIGERATOR IN THE WORLD



ON TOP, Because---

Distributors and Dealers are awake to the outstanding sales opportunities which the Gibson **MONOUNIT** offers. The sales advantages of the Gibson are tangible . . . real . . . You can see them. Your customers can see them at a glance.

Attracted by the marked superiority of the Gibson **MONOUNIT**, Distributors and Dealers from all parts of the country are visiting the Gibson plants daily. There's a reason, they are making comparisons, and choosing the Gibson. That's all we ask you to do—Compare. Do it now. Get set right for 1932.

See the Gibson! Then check the Gibson, feature by feature, with any other refrigerator. Add to that such extra Gibson sales features, as **MONOUNIT** performance—Safe Type Doors that defy air leakage—Automatic interior lighting—Sliding shelves in LG-73 model—Flat wire shelves, originated by Gibson—Rubber cushion Foot Pads, standard equipment on the graceful broom high legs. Isolantite shelf supports . . .

These and other special features are worthy of your investigation.

The outstanding beauty of the Gibson is especially appealing to women and **MONOUNIT** performance wins the admiration of every man.

Territories are closing. Wire or write for complete information. Get set right for 1932.

GIBSON ELECTRIC REFRIGERATOR CORPORATION
GREENVILLE MICHIGAN

Export Sales Department
201 North Wells Street
Chicago, Illinois

Cable Address "GIBSELCO"
Bentley Code



50
YEARS REFRIGERATION EXPERIENCE
OVER 3 MILLION SATISFIED USERS

'Intensified Selling, Specialized Service Needed,' Copeland Head Says

DETROIT, Jan. 18.—"If we are to increase our refrigerator sales during 1932, we must develop a greatly increased degree of selling intensity and a finer type of specialized service—in short, we must insist that our selling forces apply even a greater degree of intelligence than that which has characterized their efforts in the past," Louis Ruthenburg, president of Copeland Products, Inc., told delegates assembled at the seventh annual Copeland convention.

"Despite the favorable factors of enthusiastic public acceptance, a product that makes for thrift in times when 'it is smart to be thrifty,' and the support of the public utilities, we must still reckon with the depression," Mr. Ruthenburg stated in explaining why a greater degree of effort would be necessary in 1932.

Factors in Specialty Selling

"Specialty selling as distinguished from less expensive methods of merchandising rests upon two principal factors which are not injected into sales activities by department stores and mail order house," Mr. Ruthenburg said. "One is intensity of selling effort, the other—and more important—is specialized service."

"Only in the degree to which specialty selling organizations can apply these factors to their business, will such organizations be successful."

Intelligent training and direction of salesmen, constructive operation on the part of distributors with their dealers, and consistent helpfulness extended by the factory to its distributors and dealers, are the necessary forces which must be applied to Copeland's joint program of meeting the current problems and at the same time planning next year's program, the Copeland president pointed out.

"You will serve your customers' and your own interests best by selling them cabinets of a size and with facilities to meet their real needs, rather than by permitting them to buy cabinets at low prices which are too small to render the best service," Mr. Ruthenburg told the Copeland distributors.

Satisfy Customer's Needs

"Don't let your salesmen follow the path of least resistance and allow the customer to buy a small, low-priced refrigerator. Your salesmen must serve the customer's interest and your own by selling refrigerators of adequate size—two net cubic feet per member of the family with proper coverage for guests and servants as a minimum."

"Do not overlook the opportunity of convincing architects and people who contemplate building new homes of their need for comprehensive household refrigeration. This means a sizeable condensing unit installed in the basement operating, as a minimum, a large food box and a low-temperature cabinet in the kitchen. From this it is but a step in selling refrigerators for the guest rooms operated by the same central plant, to say nothing of beverage cooling devices for the recreation room and room cooling in the living room."

Represent Minimum Requirements

"The time is rapidly approaching, gentlemen, when these will represent the minimum requirements for refrigeration in the better class of dwellings," Mr. Ruthenburg made clear. "Let's get in early before the building boom starts."

In turning to the commercial field Mr. Ruthenburg pointed out that there is wasted every year almost half a billion dollars as the result of shrinkage of

perishable food in the hands of retailers.

"No retailer who handles perishable food can afford to be without refrigeration," Mr. Ruthenburg stated. "Talk to these merchants in terms of an investment that will insure a tremendous return in terms of reduced wastage, increased patronage and in a greatly improved net profit in his business."

Urges Room Cooling Sales

Mr. Ruthenburg urged the Copeland distributors and dealers to set up as one of their objectives in 1932 the equipment of every restaurant and retail store in his community with Copeland room cooling. Here again, Mr. Ruthenburg pointed out, the salesman will have the opportunity of selling the merchant a tool for bringing about increased patronage and increased profits, not only by means of attracting more trade but by stepping up the efficiency of the merchant's employees.

In reviewing the advance made by Copeland during 1931 Mr. Ruthenburg cited figures comparing the increase in Copeland's business as compared to that made by the refrigeration industry in general.

Shipments Increase 24%

"It appears from preliminary estimates that unit sales of household electric refrigerators in the United States increased 16.13 per cent and dollar value increased about 9.3 per cent," Mr. Ruthenburg explained. "Shipments of household refrigerators from the Copeland factory increased during the year 23.92 per cent, and the dollar value of Copeland's household units shipped in 1931 increased 18.22 per cent over household sales in 1930."

"From preliminary surveys, it appears that the national volume of commercial business in 1931 did not exceed that of 1930. In contrast with the general situation, Copeland's unit shipments of commercial apparatus in 1931 increased 54.86 per cent over 1930, and commercial net sales increased 31.35 per cent."

COPELAND DEALERS ATTEND CONVENTION

(Concluded from Page 1, Column 5) vertising and sales promotion manager, discussed the year's plans for advertising in trade and business papers, and the cooperative newspaper advertising program.

Mr. Ruthenburg presented some executive plans for the year, and Mr. McElhinny talked about the selection, training, and management of salesmen. C. W. Hadden, sales manager, also spoke on the afternoon program.

Paul Cornell, president of the advertising agency which bears his name and which now handles the Copeland account, outlined Copeland national advertising for 1932 which, he declared, would include display space in "most popular magazines" during the chief selling season.

Monday night dinner at the Book Cadillac hotel brought group festivities and informal entertainment.

Following a group breakfast Tuesday morning at the Book Cadillac, the delegates heard members of the Copeland engineering staff talk about service and engineering problems.

Also presented on the Tuesday program were discussions of commercial advertising, accounting, and partial payments, followed by a trip through the factory at Mt. Clemens.

Concluding the convention was a banquet Tuesday night at the Prince Edward hotel in Windsor, Ont.

After an invocation and the singing of "America" Monday morning, Mr. McElhinny brought to the stage E. A. Terhune of Boston, largest Copeland distributor, Carl Windell of Springfield, Ohio, who was the leading salesman in the 1931 Copeland national sales contest, K. S. Baxter, president of the New York City Copeland factory branch, which topped Copeland factory branches during 1931, J. B. Ogden of the J. L. Hudson Co., Detroit, R. R. Hough and G. E. Evans, Detroit, leading Copeland dealership in 1931.

William Robert Wilson, chairman of the board of Copeland Products, Inc., was the first speaker on the program.

Mr. Wilson recalled the trying first years of the organization, when the question of survival was uppermost, and when there were troubles with patents, codes, and price-cutting.

Congratulating the distributors on the manner in which they had backed up the management's decision not to declare a three-year guarantee, Mr. Wilson gave the field organization credit for the steady rise of the Copeland company.

He took pride in pointing out that Copeland had sold \$4,500,000 worth of electric refrigeration equipment in 1931, which represented an advance over the previous year of 18 per cent in dollar volume, and an increase of 24 per cent in number of units sold.

The automobile industry, Mr. Wilson observed, has invested 20 million dollars in the last few months with the hope of capturing a larger share of business in 1932.

This gamble was made in the face of the most disheartening year in the history of the industry.

At the New York City automobile show, however, the wisdom of the move was demonstrated by the facts that there were a 37 per cent increase in paid attendance over the 1931 show, an increase of more than 20 per cent in the number of sales prospects listed, and an increase in the number of retail sales made from the floor.

"In a much better position is the electric refrigeration industry," he maintained. "Instead of striving valiantly to induce replacements, the electric refrigeration industry is selling to a market which is from 14 to 17 per cent saturated."

"We should look forward to a much larger—not just 10 or 20 per cent—business in 1932. Members of the industry are facing the biggest opportunity for profits they have ever had."

President Ruthenburg declared that the electric refrigeration industry had been an "island of prosperity in a sea of depression," and that in all lines Copeland's 1931 sales increase had been greater than that of the industry as a whole.

"As a whole the industry showed no increase in sales of commercial units during 1931," he declared, "yet Cope-

McElhinny Predicts Expansion

DETROIT, Jan. 19.—That 1932 will probably witness the attempt on the part of certain manufacturers of other products to go into the electric refrigeration business was the statement of W. D. McElhinny, vice president of Copeland Products, Inc., at a session of the dealer-distributor convention in progress, here.

"We feel that we should welcome any well-manufactured, well-designed, and well-sold product, but that's where the trouble lies," he said. "In the past very few entrants into the field of manufacture of electric refrigeration have appreciated the problems that were to be met."

"In some cases their entrance has been prefaced by a lot of ballyhoo and hullabaloo which perhaps was instituted honestly enough at the beginning and which fell so flat that its backers were more completely surprised than anyone else."

"Yet innocent purchasers, innocent dealers, innocent distributors as well as stockholders were injured. Furthermore, certain reflections were cast upon the entire industry. Every one of these 'flops' makes it a little bit harder for the manufacturers with real organizations and real experience and a sound viewpoint of this business to operate."

HUGHES EXPLAINS FACTORY DEVELOPMENT AT MEETING

DETROIT, Jan. 18.—What the Copeland factory is doing to satisfy the three major desires of the distributing organization—greater plant capacity to facilitate increasing shipments, improved quality of product, and lower prices—was explained before the Copeland convention by Edward Hughes, vice president in charge of production, Copeland Products, Inc.

The capacity of the factory has been increased, he told distributors and dealers, by moving the various auxiliary departments out of the main building to give increased floor space for production. The service department has a new building to itself, and all departments have been rearranged.

Mr. Hughes described various methods to improve quality now in use at the Copeland factory. Tolerances have been tightened, inspection standards are more rigid, with the capacity of the final test line doubled and silent room tests tripled.

land's increase in commercial business over 1930 was 54 per cent.

"Inasmuch as the industry has enjoyed a marked growth during a period of general depression, it has every reason for expecting an extraordinary growth when times are better—particularly since the market is but one-fifth sold."

After introducing the new line and explaining in detail the features of each model, Mr. McElhinny delivered a rousing inspirational message which drew outbursts of applause at the end of almost every sentence.

Other speeches made during the convention are reported on pages two and four of this issue of ELECTRIC REFRIGERATION NEWS.

Delegations were present from the following distributing points:

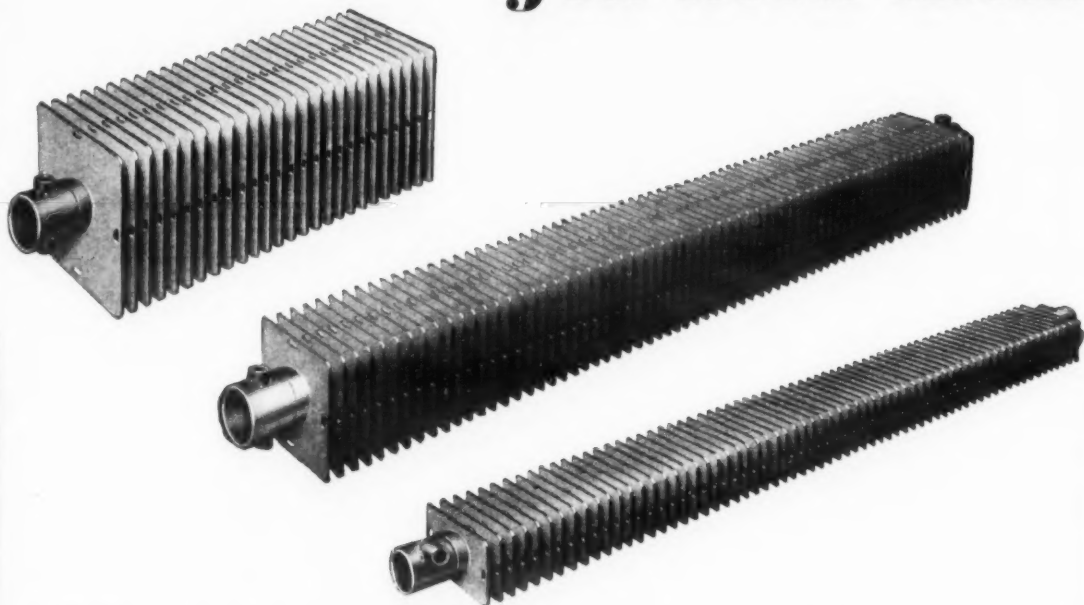
Albany, N. Y.; Austin, Tex.; Baltimore, Md.; Boston, Mass.; Buffalo, N. Y.; Burley, Idaho; Charleston, W. Va.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Columbus, Ohio; Detroit, Mich.; Clarksburg, W. Va.

Havana, Cuba; Harrisburg, Pa.; Houston, Tex.; Kansas City, Mo.; Los Angeles, Calif.; Louisville, Ky.; Pittsburgh, Pa.; Memphis, Tenn.; Minneapolis, Minn.; Milwaukee, Wis.; Mt. Clemens, Mich.

Monroe, La.; New Haven, Conn.; New Orleans, La.; Newport News, Va.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Reading, Pa.; Rochester, N. Y.; St. Petersburg, Fla.; St. Louis, Mo.

Selden, Ala.; Springfield, Ohio; Syracuse, N. Y.; Toledo, Ohio; Toronto, Ont.; Trenton, N. J.; Tyler, Tex.; Wichita, Kans.; Wilmington, Del.; York, Pa.

Combine them as you need them



HYDRO-THERMAL GRIDS 3 Sizes—Convenient Lengths

Hydro-Thermal Grids are made in 3 sizes—8 x 8", 6 x 6", 3½ x 6"—in a range of convenient lengths from which you can build up any size or shape of low-side assembly that may be required.

These grids can be used with any ammonia or methyl chloride refrigerating system and are almost universally applicable. They provide large heat absorbing surface in minimum space and are very compact for use in refrigerators or refrigerated display cases.

The steel-on-steel construction of Hydro-Thermal Grids insures strength and prevents corrosion that occurs when different metals are in contact.

The tube-within-a-tube design spreads out the refrigerant over a large surface and provides for rapid absorption.

Hydro-Thermal Grids are business builders for anyone handling mechanical refrigeration. They help to sell complete refrigerating systems—increase your profits—help you to build up a reputation.

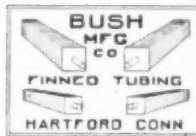
AMERICAN ENGINEERING CO.
2420 Aramingo Ave. Philadelphia, Pa.



Hydro-Thermal Grids; Typical assembly of four standard units in refrigerator.

CONDENSERS STANDARD SIZES OR TO YOUR SPECIFICATIONS FINNED TUBING

FOR BOTH HIGH AND LOW PRESSURE SYSTEMS



IN COPPER, BRASS ALUMINUM OR STEEL

THE BUSH MFG. CO.
HARTFORD, CONN.

W. H. MARK HANNA 6-247 General Motors Bldg. DETROIT, MICH.
REFRIGERATOR APPLIANCES, CHICAGO VAN. D. CLOTHIER, LOS ANGELES

Which one for profits?

The electric refrigerator dealer this year will more carefully than ever examine his position—particularly in regard to net profits. He will want to know which manufacturer can give his type of dealer the practical cooperation and counsel, based on experience, that will guide his selling. He will want to know which line is complete enough to put him all the way into the business. He will want to know which refrigerator offers the most in convenience features . . . He will find that Copeland's dealers, last year, profitably sold more refrigerators than in any year in Copeland's history—that Copeland's complete line—Copeland's leadership in convenience features—*plus Copeland's specialized dealer plan*, played a big part in Copeland dealers' success. He will find the profit he is looking for, in Copeland.

Copeland

DEPENDABLE ELECTRIC REFRIGERATION

COPELAND PRODUCTS, Inc., Mt. Clemens, Mich.

Please send me details of your specialized dealer plan.

Name _____

Firm Name _____

Address _____ **B**

G. E. DISTRIBUTOR TO VISIT HAVANA, CUBA

CLEVELAND — Complete itinerary and arrangements for a post-convention trip to Cuba available to General Electric refrigerator representatives to the Miami convention Feb. 1, 2, and 3, have been announced by H. C. Mealey, of the electric refrigeration department.

George Patterson, Florida General Electric distributor, in cooperation with the Peninsular & Occidental Steamship Co., has worked out a five-day trip, and has issued information covering all costs.

Mayor Terso Masa of Havana, who is also president of the Cuban National Tourist Commission, has issued a formal invitation to convention delegates to come to Cuba at this time.

The trip starts on the morning of Thursday, Feb. 4, and will go by the Overseas Railway from Miami to Key West, thence by P. & O. steamer to Havana. Either of two hotels, Hotel Plaza or Hotel National, may be given preference.

Four conducted tours—one through the Havana Chinese Quarter and to see the sights of Havana night life, a second to the races at Oriental Park Race Track, a third for a 40-mile drive in the country; and a fourth, a comprehensive sightseeing trip to points of interest in Havana—will be available, and the remaining time will be left free.

ELECTROLUX PROMOTION MAN CONDUCTS SCHOOL

BIRMINGHAM, Ala.—C. A. Spiegle, sales promotion man from the Electrolux factory, was in Birmingham late in December conducting a sales instruction school at the Birmingham Gas Co., distributor in this territory.

My Hardest Sale

As Told By Paul Schlanker, Westinghouse Salesman

By Phil B. Redeker

ANN ARBOR—The toughest selling job put over in 1931 by Paul Schlanker, star Westinghouse refrigerator salesman for Stanger's store in Ann Arbor, was not to a learned, inquisitive professor of engineering at the University of Michigan, as one might expect, but to the Ann Arbor fire department.

"Some of the professors were hard enough to sell," states boyish-looking Schlanker, "but none of them presented half the job that we had to do to sell the fire department."

The Ann Arbor fire laddies, who work on two shifts, each 24 hours in length, had been preparing much of their own food in the engine house. When they decided to modernize their "kitchen" equipment, an electric refrigerator was one of their first considerations and the word spread around among the dealer organizations that the fire department constituted a "prospect."

Some of the difficulties which presented themselves to the young salesman were no small ones. The sales story had to be told to each shift separately with more than a fair amount of exactness. A competitor with a store next to the engine house and another one located across the street had personal friends among the firemen.

"It was necessary to sell each of the 34 firemen individually," Schlanker said when asked if he had tried to influence the chief or some of the more influential members. "We first had to sell the 'food manager' on the idea of electric refrigeration, but from then on it was a matter of getting our story across to every individual on the force."

Singularly enough, it was not the construction, appearance or mechanical operation of the refrigerator that in-

terested these masculine prospects, but the savings that could be gained in food purchases by quantity buying and stocking of the refrigerator!

"As soon as I discovered that this was a major point of interest, I prepared data on the cost and savings along the lines of our survey form and made this the central point of my sales talk," Schlanker says.

Schlanker's adequate answers to questions propounded to him and assertions as to the savings that could be made by quantity buying and prevention of food spoilage were the big factors in closing the sale, he believes.

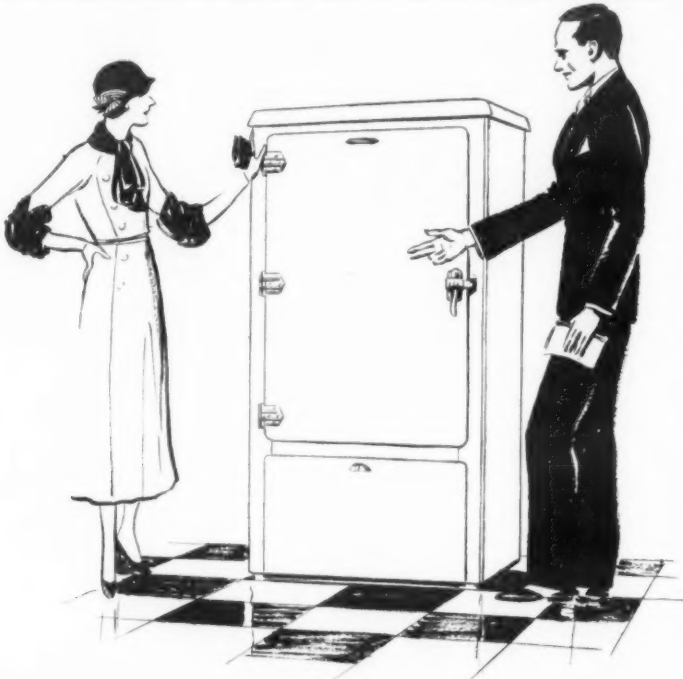
"When I presented statements from users showing that the savings which I had estimated had actually been made the sale was sewed up."

This method of closing the sale lent further validity to Schlanker's theory about the importance of users in gaining prospects and in making sales.

He gets his leads from users almost exclusively, never having done a minute of house-to-house "doorbell ringing," and he often finds that users whom he has converted into personal friends will aid him in closing a difficult prospect.

LEONARD OFFICIALS WILL HOLD SERVICE SCHOOL

PHILADELPHIA — Representatives from the Leonard factory will conduct a service school sponsored by the Klein Stove Co., distributor of Leonard electric refrigerators in this territory, on Jan. 25, 26, and 27, according to Walter L. Brous, director of electric refrigeration sales for the distributing organization.



BONDERIZING

has helped to close a lot of sales

In any piece of home equipment the modern woman demands lasting smart appearance as well as efficiency.

That applies to refrigerators as much as baby grands.

The same appreciation of beauty and harmony follows the present day homemaker to every room in the house.

That is why the story of Bonderizing has such a powerful sales appeal—when it is explained why the lustrous enamel or lacquer refrigerator finish will never crack, chip or peel—that it is rust-proof for the life of the unit.

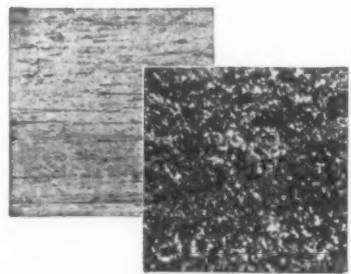
Kitchen conditions are hard on paint. Heat, steam and moisture are highly corrosive. Bonderizing anchors the finish to metal cabinets and insures permanent fine appearance.

In addition to refrigeration the dealer must sell fine appearance. This selling job will be easier if he knows the appearance will be permanent.

Interesting information about Bonderizing will be mailed upon request. Parker Rust-Proof Company, 2197 East Milwaukee, Detroit, Michigan.



PARKER RUST-PROOFING
SCIENTIFIC RUST PREVENTION



Why

Bonderite
HOLDS PAINT TO STEEL

These photographs (enlarged 100X) of a section of cold rolled steel and a section of Bonderized steel, visualize why the phosphate crystals of the Bonderized metal (right) have such a strong binding affinity for the applied finish.

Department Store Sales Decrease

WASHINGTON, D. C.—Department store business for the year of 1931 was 11 per cent below that of 1930, the Federal Reserve Board announced Jan. 11, basing its figures on a survey of 447 stores in 224 cities.

December sales, although a gain over those of November of about the regular seasonal amount, were 13 per cent below the level established in December, 1930, the announcement shows.

Stores in the Richmond Federal Reserve area suffered the smallest decline in sales during the entire year, the report says, while those in the Dallas area lost most heavily.

The New York and Boston areas reported comparatively favorable conditions for the year, but the Philadelphia, Cleveland, Chicago, St. Louis, and Kansas City regions all lost more than the average for the country.

New York and Richmond reported the most favorable December sales, while Dallas, Kansas City, San Francisco, Atlanta, Chicago, Philadelphia, and Cleveland regions reported heavier than average losses.

G. E. CONTEST WINNER IS HONORED AT UTILITY MEET

MALDEN, Mass.—Harry Walton, merchandise manager of the Malden Electric Co., was awarded a gold desk set in recognition of his winning the senatorial election of his district in the General Electric refrigerator Monitor Top Election campaign.

Presentation was made by C. D. Gentsch, president of Gentsch & Thompson, Inc., General Electric distributor in the Boston area.

More than 200 persons attended the January monthly dinner and meeting of Malden Electric Co. employees, at which the award was given.

Col. A. B. Tenney of the Tenney Co., J. T. Day, general manager of the Malden Gas & Electric companies, and George F. Carens, assistant to the president of the New England Power Co., spoke at the meeting, following which employees in the Malden plant department gave a minstrel show.

CHRISTMAS SALES INCREASE

LOUISVILLE, Ky.—The A. H. Thompson Co., 613 Fourth St., this year sold more Frigidaires than ever before for Christmas delivery, sales increasing 25 per cent over those of last year.

GIBSON CORP. NAMES NINE NEW OUTLETS

GREENVILLE, Mich.—Nine new distributors have closed territory agreements and taken on distribution of the 1932 line of Gibson electric refrigerators, according to an announcement by officials of Gibson Electric Refrigerator Corp.

The Winne Sales Co., formerly Stewart-Warner Sales Co., of Minneapolis, has been appointed distributor for North and South Dakota, Minnesota, and a portion of Wisconsin. C. A. Winne, and his partner, Mr. Forster, visited the Gibson factory recently to inspect the manufacturing processes.

Townley Metal and Hardware Co., covering Kansas, Oklahoma, Texas Panhandle and western Missouri, started its 1932 campaign with a sales meeting Dec. 29 and 30 in Kansas City. Frank S. Gibson, Jr.; F. A. Delano, general sales manager; H. C. Seldomridge, Middle West district manager; and Elmer Born, in charge of the service department, attended.

Washington, D. C., Distributor

Newly appointed as distributor is the Joseph M. Zamoiski Sales Co. of Baltimore and Washington. Cal Zamoiski, head of the firm, and Fred Kuff, sales manager, spent two days at the Gibson factory, accompanied by Herbert E. Young, eastern sales representative. The Zamoiski Co. is a distributor of RCA radios.

Lindeman-Hoffer Co. of St. Louis, distributing radios and Willard batteries, has taken over part of Missouri and Illinois as its Gibson territory.

Peoria, Ill., Outlet

The Conron Distributing Corp. of Peoria, has taken on Gibson electric refrigerators. The corporation now handles Philco radios.

The Otis-Hidden Co., 67-year-old household specialty distributing organization of Louisville, Ky., has recently been appointed Gibson distributor.

Chicago Area Record

L. V. Whitney, who has been representative of the Gibson company in Chicago for years, sold more than 2,500 Gibson electric refrigerators in his area last year, without dealer support. He continues to hold the agency in his area.

P. H. Davies & Sons, Gibson distributor in Grand Rapids, formerly sold automobiles in the Grand Rapids territory, but has now turned exclusively to refrigeration.

The Electrical Specialties Co. handles the Gibson line in Detroit; the firm also sells electrical appliances and radio, and does electrical contracting.



ALL KEPT CRISP IN A DEWY MOISTURE

OUR Vitalizer and your refrigerator belong together. The Vitalizer is a simple, lasting enameled dish, fitted with a ventilating enameled cover, wherein celery, radishes, lettuce and other crisp stalks and leaves, lie in a cold moisture and can't wilt.

The complete dish is white and brilliant—a natural companion-piece to the modern refrigerator. Unless a refrigerator possesses it,

or something similar, the Vitalizer must be provided later in the home. Include the Vollrath Vitalizer in your refrigerator equipment. Also include Vollrath white enamel butter dishes, gelatine molds, cold meat trays and other wares that purchasers of refrigerators will need. People like this extra service—and it should help increase your refrigerator sales. Write for our catalog.

VOLLRATH WARE

The Vollrath name in this form on the

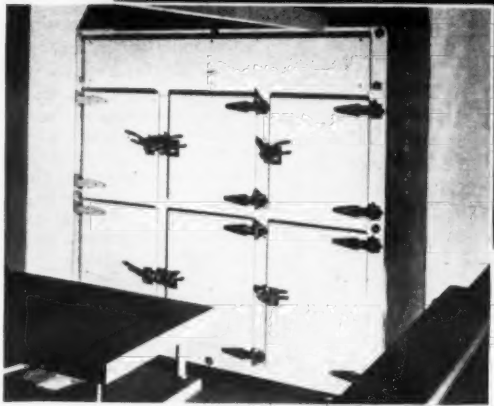


label assures you of genuine Vollrath Ware

THE VOLLRATH CO. Established 1874 SHEBOYGAN, WIS.

TRIANGLE RESTAURANT

Chicago



THE unusual and effective interior decorations of Triangle Restaurant are modernistic—black glass walls with trimming of stainless steel. The Kitchens, on first and second floors, are the last word in Utility perfection. Jos. B. Ludgin, Architect, designed and supervised entire structure and working details.

THIS newest and most modern Restaurant, located at 55-57 West Randolph Street, corner of Dearborn Street, is equipped throughout with Cabinets by Seeger. Refrigeration for the Cabinets is by Brunswick-Kroeschell System. The installation was secured by the Chicago Branch of the Seeger Refrigerator Company.



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Seeger

SAINT PAUL

SEEGER REFRIGERATOR COMPANY

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655-57 So. LaBrea Ave.
LOS ANGELES, CAL.

666 North Wabash
CHICAGO, ILL.

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

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Biggest News of the Year

ORDINARILY news isn't predictable. Editors rarely know what will appear on the front pages of the next issues of their papers. Readers of these papers are even more in the dark. The year 1932, however, presents a different situation altogether. Biggest news of the year can be predicted in advance.

What is it? *New products.* The one thing that almost every individual in the world is most interested in just now is ascertaining when the depression will lift. And every new product with definite sales appeal which appears this year will help speed the return of better business. Each new device or new improvement—*anything that people have not had a chance to want before*—will pull its share of hoarded money back into circulation.

Hence, the announcement of a new product—granting that it will arouse buying desire—heralds increased business activity. And thus it becomes news of the highest importance.

Advanced Cars, Television

Today the automobile industry is making news and gladdening the hearts of many thereby. Reports from the automobile show in New York City indicate that so many new gadgets and new motoring attractions have been incorporated into the 1932 models shown there that all who visited the exhibition went away hungry for a new car.

Many indications now point toward success for the bedraggled radio industry, for practical television is said to be here at last. In several laboratories cathode ray home television receivers are fast approaching the stage of readiness for quantity production. It is said that at least a few will be on the market before summer.

Nor is the electric refrigeration industry lagging behind in the matter of tempting the purse-clutching public to part with its stagnant savings. Electric refrigeration itself may be considered a new product, for not until recent years has trouble-free performance been perfected and public acceptance been built up to a high point.

And partly because the general public did not have an inventory of electric refrigerators when the bottom of the business cycle was hit (also because the merits of this comparatively new product were effectively presented by means of strong advertising campaigns) the electric refrigeration industry sailed through the dark years of 1930 and 1931 with colors flying.

New Units, Products

Within the last few months several new electric refrigerators have been placed on the market. In this issue two radio manufacturers, Crosley and Fada, announce their entry into the electric refrigeration industry. Also you may read that General Motors is to bring out a gas-operated absorption refrigerator. Thus far the only unit of this type has been Electrolux.

News emanating from the refrigeration industry is not limited, however, to the introduction of new household refrigerators. The industry is bringing out new refrigeration products, such as room coolers, which will permit sales organizations to go back to the very customers to whom they have contributed the means of better living by selling them electric refrigerators.

Refrigerated trucks and other new commercial

applications of mechanical refrigeration also promise additional sales volume.

At Cleveland next week will be held an exhibition which in all probability will be as significant as the New York automobile show. The show of air conditioning equipment there, sponsored jointly by the American Society of Heating and Ventilating Engineers and the American Society of Refrigerating Engineers, will present an imposing array of weather-controlling equipment for all purposes. And many believe that new products in this particular classification will be among the leaders in ushering in the new era of prosperity. Some surprises may be expected at the Cleveland exhibition.

New products are the biggest news of 1932, for they will help make us all more prosperous. And inasmuch as several new products have already made news in this very young year, and since more can be expected shortly, there are many reasons why business men should anticipate renewed happiness in 1932.

It's the Bunk

HERE is our editorial on the report of the refrigeration subcommittee of President Hoover's Conference on Home Building and Home Ownership: It's the bunk.

When first we heard about the report, there came a feeling something akin to elation. ELECTRIC REFRIGERATION NEWS has on several occasions startled the industry—and distressed the business manager of the paper—by printing verbatim lengthy documents which were of vital importance to the industry. (Most noteworthy example: proceedings of the Frigidaire-Absopure patent suit—over 50 pages. Most recent example: official reports of tests made by Kinetic Chemicals, Inc., and the Underwriters' Laboratories on the new refrigerator, dichlorodifluoromethane, or F-12—seven full pages.) Here, we thought, was a chance to do it again.

Dashing out to the George Bright Co. to get an advance copy of the report, we met the first setback to our enthusiasm. Mr. Bright, a member of the subcommittee, was frankly contemptuous of the report. Its preparation had been taken out of his hands, and he wasn't at all pleased with the result.

Upon reading and editing the report, we found it shot through and through with inconsistencies, inaccuracies, antedated material, biased and warped judgments, and inadequate presentations of subjects. We deleted large portions, patched the remainder together as best we could, and printed a full page of it.

Seeing it all in type afterward, sorry mess that it was, we repented our impulse to print even parts of it, and tried to forget the whole affair.

Urgent requests from readers who want to procure copies of the report, however, continue to bring the matter back to our attention. Hence we are moved to write an editorial on the report, an editorial which can be stated in three little words, all good Anglo-Saxon monosyllables: It's the bunk!

GLEANINGS FROM RECENT PERIODICALS

"TOP-NOTCHERS" ARE WELCOMED

MANSFIELD is today the scene of special recognition being given nine salesmen who achieved beyond the ordinary.

These nine men, who are here for a brief stay as actual guests of the Westinghouse Electric & Mfg. Co., but really as welcome guests of the entire city, have their homes in various states and they are being honored as a result of being the top-notchers in a recent nation-wide refrigeration sales contest sponsored by Westinghouse.

A program of activities designed to provide enjoyable entertainment for the visitors has been arranged and opportunity will also be given for them to look through the Westinghouse plant, as well as other local industries.

Such a display of appreciation of effort is commendable and may well have the effect of inspiring others to give their best efforts in doing their work in a creditable way. The field of salesmanship offers large opportunities for those who have aptitude for this work and who can qualify themselves to meet its requirements.

By their accomplishments these nine men have shown themselves capable of doing good work and as they return to their home cities the impetus of appreciation here being shown should prove effective in carrying them to even greater accomplishments. A penalty of success is the expectation of continued development.

Mansfield welcomes this group of nine; hopes they have a wonderful time while here; and that they may be impressed with the idea that, aside from their own home town, this is the best and most hospitable city they have ever seen.—The Mansfield Journal.

An Editor on Wheels

Stories of Interesting PLACES in the Refrigeration Industry

By GEORGE F. TAUBENECK

Cincinnati, Ohio

It's hard to make up one's mind about Cincinnati.

Make one trip there, and you may leave with one impression, or maybe two. Neither very clear-cut nor sharply defined.

Make another trip, and your impressions have a different cast, or a different hue. One never knows just how to take the city or what to think about it.

Almost as uncertain and varied as the weather it has, Cincinnati presents as many aspects as a kaleidoscope.

It's something like mulligan stew—solid, nourishing, sometimes toothsome—but one never knows exactly what's in it.

You come into the Grand Central railroad station at night, for instance. It is a nineteenth century midwestern "depot." Your first notion is that Cincinnati must be the sort of town which breeds dress-up-and-come-to-town Saturdays and regular church-going.

Then you take a taxi. It is one of a fleet of racy, ultra-modern yellow speedsters, all new and aerodynamic in design. Your first notion begins to fade.

In a jiffy you are whisked into Cincinnati's Gay White Way—every other building a theatre. The bright lights flash names like Paul Whiteman, Dorothy Stone, Walker Whiteside, Earl Carroll's Vanities, Greta Garbo. You decide that this can't be Main Street after all.

Arriving at your hotel you bathe, dress, eat a good meal, and go out to one of the shows nearby which had lured you with electrical letters.

Now, you decide, you'll see a bit of this lively city.

You set out on foot, and for a moment or two the crowds leaving the theatres keep up the illusion. You are jostled and scraped by men in camel's-hair coats and derbies, by women in con-skins and bunny fur. There is an occasional top hat, and scads of blondes (peroxide business is good in Cincinnati this year, thank you).

Suddenly you are alone. The familiar crowds have disappeared into cars and free wheeled into the netherness. Lights are out. It is midnight. An occasional cop in white naval cap, a forlorn and aged newsie sitting on a chair, a figure scurrying in the shadows. You are lucky if you can find any kind of food-serving establishment.

It is uncanny.

Before midnight, teeming and laughing and glittering, Cincinnati is a mild slice of Manhattan.

After midnight it is the Deserted Village.

Again you don't know what to think about the place.

Driving about the city in the daytime, you find an industrial bee-hive. All wheels and smoke and brick. Grim and grimy. Hard and heartless.

Cincinnati is built on uneven ground which is like an old cobblestone pavement magnified—bumps and cracks and troughs and ridges. Hence, as you ride along there are factories above and below you, swirling and eddying around you.

The workmen, however, don't fit into this picture of Cincinnati as an industrial center.

They do not seem to be immigrants and sons of immigrants—the squat, dark, gregarious, voluble type of laborer so familiar in Pittsburgh, Gary, Youngstown, and Detroit.

Rather, they are sandy-haired, lanky, laconic, strong, solemn, somewhat antisocial. One's guess is that they have been drawn from prairie farms, rather than from southern Europe. Also there is a multitude of negroes.

Another surprise comes when you talk to executives in these plants. The brisk, brusque, sharply creased, unemotional, flower-in-buttonhole executive isn't so fashionable in Cincinnati as elsewhere.

Likely you will find him warm and friendly, sympathetic and hearty, bantering and leisurely. He will have plenty of time to talk with you, and won't intimate by gesture and expression that every minute of his time you occupy costs the company fifty dollars.

Once more you note that the pieces of the puzzle which is Cincinnati don't fit together at all.

The old, familiar municipal patterns are missing.

Like the terminal moraine of a glacier—which contains rocks from points thousands of miles separated, and cleavage from geological formations millions of years apart—Cincinnati has component parts appar-

ently assembled from all the diverse sections of America.

Smith's Junction in the "depot"; Broadway in the theatre district; Pittsburgh in the industrial section; the Corn Belt in the workmen; Peoria or Grand Rapids in the executives; Detroit in the motor cars; Hollywood in the fashions; Boston in the musicales and teas; Memphis in the colored population; New England in the church-going.

And right smack in the midst of the business district is a skyscraper from Chicago.

Shooting sheerly upward, its tower is spotted with floodlights; its interior is angular and cubistic as the most modernistic of Chicago's new buildings.

Sight of it there strikes you as would glimpsing a pyramid or the Great Sphinx in Pittsburgh.

Housed in this skyscraper is the New Netherlands hotel. And here again a piece of Chicago may be found in the excellent dance bands which play there while you eat.

This season Ted Weems, Guy Lombardo, Wayne King, Coon Sanders, Bernie Cummins, Earl Burtnett, Abe Lyman, Johnny Hamp, and Henry Busse—all prime Chicago favorites—have played there.

The Gibson hotel also has good bands. And when one considers the number, quality, and newness of the shows, one must admit that the entertainment bill-of-fare is tip-top.

Sports? The Cincinnati Reds, major league baseball team, fights, wrestling, college football, and baseball, and across the river in Kentucky (Latonia) horse racing.

Society? Plenty, and plenty ritzy. Debutantes are brought out to the tunes of chamber music, the scent of orchids and roses, and with settings designed by decorators from New York City.

Balls, parties, festivals, charity bazaars and, one is led to suspect, lorgnettes.

Industrially speaking, Cincinnati is one of the leading cities of the world in the production of machine tools.

It is also quite a focal point for the manufacture of various paper goods—boxes, stationery, printed matter.

Chemicals are produced there in considerable quantities.

Once upon a time beer was a major Cincinnati industry. Malt products have succeeded to that sceptre.

Today Cincinnati is humming. It is noised about that many of the machine tool factories are working night and day on rush orders from the United States government for various components of the munitions of war, that chemical plants are filling large orders from the same source for glycerine. Cincinnati wonders...

Politically, Cincinnati is almost as far above other American municipal governments as is Milwaukee.

A low tax rate, excellent financial condition, strong municipal institutions (including the tax-supported University of Cincinnati), absence of factionalism and ward-healing, and a city manager plan of government which is held up as a model by political scientists and is frequently the object of study by commissions from other cities—all combine to indicate the comparatively high point which municipal government has reached in Cincinnati.

Two local business institutions are known in millions of American homes.

They are the Kroger Grocery and Baking Co., which operates chain food stores all over the land, and the Crosley Radio Corp. and its associated radio station, WLW.

Especially through the Middle West, WLW, "the nation's station," is one of the most popular radio stations on the air.

Almost as unique as the city itself is the Cincinnati Enquirer, a daily newspaper with high editorial standards and a make-up unlike that of any other newspaper in the country.

Its headlines begin with a single word in large type. Underneath the big word are others stringing along down the column in various sizes of type.

After one gets over the first shock, the style becomes quite effective.

(Concluded on Page 16, Column 2)

'Refrigeration Needed for Proper Air Conditioning,' Ruthenburg Says

By Louis Ruthenburg
President, Copeland Products, Inc., Mt. Clemens, Mich.
Chairman, Refrigeration Division, National Electrical Manufacturers Association.

THE intense heat of the summer of 1931 had at least one beneficial effect. It stimulated a large number of manufacturers to intensify their efforts at providing equipment which will give us relief at least where we live, work, dine and sleep.

These activities are not alone confined to manufacturers of refrigeration equipment. Veteran manufacturers of heating appliances are also giving the subject their

careful attention, and it is safe to say that there is hardly a manufacturer of warm air heating equipment that is not giving more or less serious thought to making their installations serve for cooling in summer as they heat in winter.

No less than seven or eight manufacturers of heating appliances have taken some action towards supplying cooling or air conditioning equipment of some kind.

Of course, in all but a few extremely simple types of equipment which provide relief from heat merely by the movement of air of the same temperature, these manufacturers of heating equipment are dependent on manufacturers of refrigeration equipment for the cooling units to be used.

Used in Large Buildings

For some time we have had air cooling and conditioning equipment in large buildings such as theaters, office buildings and stores. However, the equipment used in these installations is of a type that is too expensive and difficult for operation in small buildings such as homes, restaurants, individual offices and the like. Equipment for these requirements must practically be automatic in every respect.

This places the task of cooling in structures of this type on makers of electric refrigeration equipment, which is automatic. About four makers of electric refrigeration equipment have already brought out room cooling units of one type or another.

These manufacturers are cooperating with makers of heating appliances and it is reasonable to expect that within the coming year there will be a considerable advance in this art.

Two Types of Systems

The various systems for air cooling can be grouped in two broad classifications:

1. Using the same room temperature with a series of fans, which is known as air motion. In principle, it is the oldest method, and dates back to ancient monarchs with their slaves waving palms to create a miniature breeze to provide relief from the unbearable heat. The ornamental fans carried by women are said to have been borne of necessity rather than a desire for ornamentation.

Whatever may be the case, they utilized the principle of air motion. It is exemplified by our electric fans. The success of this method requires velocity of air, and this often causes colds and other ailments.

Dehumidification of Air

2. The most satisfactory method, and the one which manufacturers are rapidly developing to a high state of efficiency and satisfaction de-humidifies the air. In most sections of the country the air becomes too heavily saturated with moisture, which gives rise to the expression, "It isn't the heat, it's the humidity."

We are all familiar with the oppressive effect when the hot sun comes out immediately following a rain. This dehumidification may be obtained in two ways.

- a. By direct and indirect use of low-temperature water. This means that the air is washed in water of low temperature or passes over coils through which cold water is run.

An obvious defect of this method is that in hot weather the water itself becomes warm and where the cooling is done by the direct application of the water the air only becomes more highly humidified and more uncomfortable.

Of course, the indirect method has no effect whatever in reducing the temperature of the air when the water, too, becomes heated.

Use of Mechanical Refrigeration

- b. In the absence of a continuous and dependable supply of cold water, this leaves the only dependable and satisfactory cooling of air to mechanical refrigeration, which can be regulated to the degree of refrigeration required automatically by means of thermostats, just as your electric refrigerator is now controlled.

It might be well to state briefly the need for de-humidifying air in summer and for humidifying it in winter. When the heated summer air is filled with moisture, perspiration is not evaporated, and consequently one of the means provided by nature to reduce body heat in hot weather is eliminated with the

result that heat and impurities are not removed from the body.

This causes great discomfort and the generally depressed condition that goes with summer heat. In winter the air is cold and holds a comparatively small amount of moisture. When this air is heated it has a capacity for absorbing additional moisture.

Unless means are provided for humidifying the heated air, it absorbs moisture from our bodies so rapidly as to cause chilling, and dries the mucous membrane of our throats, noses and lungs. The drying of these membranes causes them to crack and renders us subject to colds and many allied winter infections.

The ideal cooling and air conditioning plant is a central unit installed in the basement of the home. This type of plant cools, filters and gives controlled circulation to the air in the summer and in winter washes, filters and humidifies in the degree most desirable for health and comfort. The air is circulated by means of a motorized blower.

No Objectionable Air Currents

Where the air is conditioned by this method, a strong current of air is not necessary, therefore there are no objectionable currents of air to cause colds or other complaints. A gentle movement of the conditioned, dust-free air is maintained.

In winter, humidity is provided by mechanical equipment that introduces the water in the form of a fine spray, and the amount of the humidity is controlled at the correct percentage by means of an instrument called a humidistat which operates on the same principle as the thermostat which controls the temperature.

Tests on a central basement job of this type for winter use have shown an elimination of 93 per cent of the dust, odor, and bacteria present in the air. Dust, odor and noise are considered detrimental to health. Even in the cleanest homes will be found 10,000 particles of dust and up to the cubic foot of air.

Individual Room Coolers

There are many instances where a basement installation is not feasible. In these cases individual room coolers are now made by several manufacturers of electric refrigeration equipment. These can be installed in the room to be cooled and provide for dehumidification, cooling, then circulation of the air in the room.

The home owner will largely be governed in the installation of his air cooling and conditioning equipment by the cost involved. He may feel that he will have to sacrifice many advantages desired because of the initial cost involved. In those instances the most elementary methods will naturally be resorted to. However, where efficiency and satisfaction are the criterions, the more efficient methods will naturally be demanded.

A few practical suggestions will be helpful to the home owner who is planning on installing an air cooling or air conditioning system in his home.

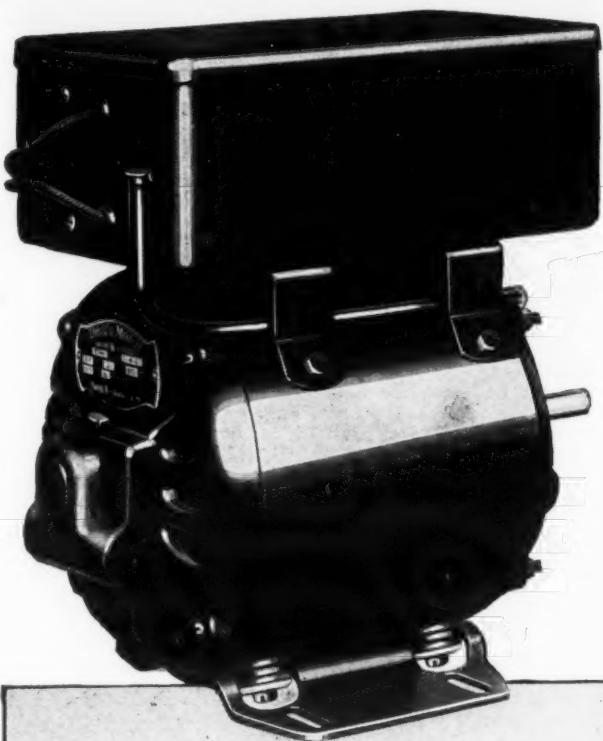
Cool Only Part of Home

To begin with it is not necessary to cool an entire home as seems to be the impression with a great many people. Moreover, it is too costly. Generally speaking it will be found necessary to cool but two rooms in the home: the living room in which the family spends most of its time, and the library or den where the man often spends his time reading, working or smoking. Usually the upper floors of the home are cooled by the time the family retires.

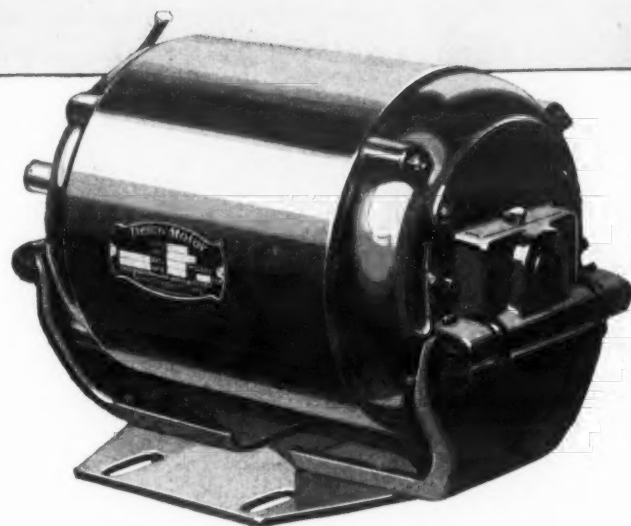
With either a warm air furnace or a circulating humidifier approximately a half ton of refrigeration will be required for the house of moderate size. This means that an equivalent of melting 1,000 lbs. of ice is required each 24 hours. To produce this amount of refrigeration will require approximately one horse power of electrical energy.

With these broad general principles in mind, the layman will have some idea of how to go about getting the specific information that he will need in securing the type of equipment he will require for his particular needs.

Any of the refrigeration, heating equipment and air conditioning equipment manufacturers will be glad to furnish information or suggest where it can be secured. The main thing is to select a competent source of information and arrange with some one qualified to make an efficient installation.



A REFRIGERATOR MOTOR MUST NOT FAIL



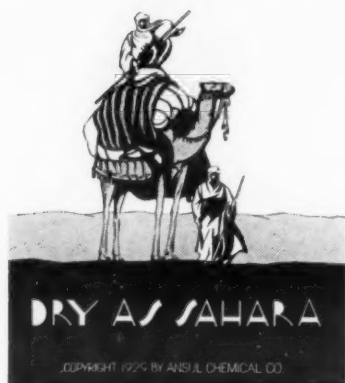
DELCO builds faithfully to this principle: a refrigerator motor must not fail. No other type of fractional horsepower electric motor carries so much responsibility as the motor that drives a refrigeration unit. Yet no other motor receives so little consideration or attention, once it goes into service. With that in mind, Delco engineers set out years ago to develop repulsion-induction and condenser-transformer type motors expressly for refrigeration service—different from conventional motors, designed with every consideration for quiet, unfailing performance. So successful were these different motors that American refrigerator manufacturers made Delco the world's largest supplier of refrigerator motors. So successfully do these motors fulfill the Delco principle, that owners of hundreds of thousands of Delco-powered refrigerators scarcely realize that there is a motor in the unit. If you require a motor built to give unfailing service, let us show you how Delco meets your needs.

National field service for Delco Motors is provided through the facilities of United Motors Service Branches.

DELCO PRODUCTS CORPORATION

DAYTON, OHIO

ANSUL Sulphur Dioxide



ANHYDROUS SULPHUR
DIOXIDE

ANSUL CHEMICAL COMPANY
MARINETTE • WISCONSIN

Elin Sales Force Holds Annual Meeting

NEWARK, N. J.—Climaxing a year of rapid expansion in both organization and sales, the Elin Co., Westinghouse distributor for New Jersey, eastern Pennsylvania and Delaware, held its second annual convention Jan. 8, at the Elks Club, Newark, N. J. The all-day session was marked with various addresses, committee meetings, special dinner and entertainment.

Announcement was made by Nat Elin, president of the company, of a special three-months' sales contest for the entire organization, with trips to the Westinghouse factory in Springfield, Mass., to the winners.

Assembling at 10 a. m., the 300 representatives from the 18 branch offices and over 100 dealers were addressed by Elin.

Robert Friedel, general manager, was chairman of the session and spoke on the performance of the Elin group in 1931, and explained the purpose of the annual gathering and the main advantages of dealer association. New committees for the ensuing year were appointed.

Prior to a recess for luncheon, meetings of the sales promotion and education, retail sales policies, service, and finance and accounting dealer committees were held. Their formal reports were made at the start of the afternoon session.

The second session heard numerous short addresses, starting with D. Lenfestey, sales promotion manager, speaking on "1932 Sales Promotion Plans and Cooperation."

S. B. Francisco, one of the Elin district managers, spoke on "The Salesman," and H. J. Ruhl, New Jersey dealer, made "The Dealer" his subject. W. Maclean, educational director for the Pennsylvania area, talked on "Training Salesmen."

This was followed by a general mes-

sage from the Westinghouse organization brought by W. N. Kennon, who recently succeeded T. J. Newcomb as the factory district supervisor.

E. M. Lacey, district manager in charge of Elin dealers, spoke on "Old Man Quota," and H. Gassner, Montclair, N. J., dealer, discussed "How I Make My Quota."

Newcomb, who has been advanced by Westinghouse to manager of the Atlantic division, acted as chairman at the dinner, talking on "The 1932 Advertising Program."

Of special interest was an address on "The Banker's Viewpoint," by Horace K. Corbin, vice president of the Fidelity Union Trust Co.

President Nat Elin concluded the formal program with some brief remarks on "1932 and the Part You Play."

The Elin organization, which in 15 months has become one of the largest Westinghouse distributors in the country, took over the refrigeration franchise for New Jersey in September, 1930.

FRIGIDAIRE EXECUTIVE'S WIFE DIES IN DAYTON, OHIO

DAYTON, Ohio—Mrs. Elsie Rowe Houser, wife of Jesse E. Houser, manager of the inspection and proving department of the Frigidaire Corp., died at Miami Valley hospital Jan. 13, following an operation.

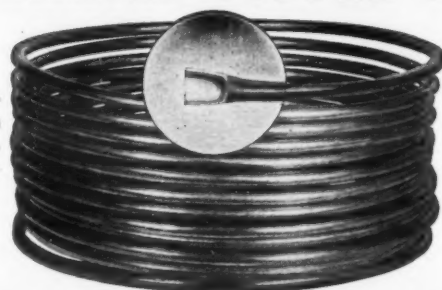
Mrs. Houser was born Feb. 5, 1890, the daughter of Samuel and Mary Rowe. Besides her husband, she is survived by a son, Jason, a senior at Fairmount High School; her father, two sisters and two brothers.

FURNITURE DEALER GETS LEONARD FRANCHISE

CHAMBERSBURG, Pa.—F. Hayes Harmon, furniture dealer here, for the last 25 years, is now a dealer for Leonard electric refrigerators.

DEHYDRATED COPPER TUBING

Highest quality seamless Copper Tubing. Plain or Tin Plated



Made to A. S. T. M. specifications (B68-30T). Ready for quick installation. Prompt shipment

WOLVERINE TUBE CO.

SEAMLESS COPPER BRASS & ALUMINUM

1491 Central Ave.

Detroit, Mich.

Last Call at one-half price

DO YOU KNOW THE FACTS concerning the growth of the refrigeration business? Its sales records during recent years? Its future market?

Have you a definite picture of your own local market, as shown by the number of wired homes in your city not yet equipped with electric refrigerators?

Do you know how the present number of homes owning electric refrigerators compares with the number owning automobiles, radios, washing machines, vacuum cleaners?

Do you know where to get refrigeration accessories and related merchandise; parts, supplies, and materials needed for installation and service; advertising and sales services; training courses and books on refrigeration?

Have you the intimate knowledge of refrigeration products and their market necessary to cash in on your opportunity in 1932?

By giving you the facts and figures, the names and addresses, all the information conveniently arranged for quick reference, the 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK will help you to organize and plan your activities throughout the year.

Because it will be a guide to better business, a handbook for

daily use, an encyclopedia of statistical information, the 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK will be one of the most valuable services ever offered to the industry.

A Directory and Market Data Book

The 1932 REFRIGERATION DIRECTORY will be considerably more than just a list of names. In fact, it will be many useful books in one—

1. Market Data Book and Statistical Survey for sales executives of manufacturers, distributors, and dealers.
2. Alphabetical Directory of all manufacturers.
3. Register of all trade-marked refrigeration products.
4. Classified Directory of manufacturers of refrigeration equipment, parts, materials, and supplies; also manufacturers of refrigeration accessories and related merchandise, production and service tools, office and store equipment; and suppliers of educational, engineering, legal, sales, and advertising services.
5. Geographical Directory of all manufacturers with names of officers and department heads, location of branch factories and offices.

Consisting of approximately 400 pages, 6 by 9 inches, bound in cloth, the 1932 REFRIGERATION DIRECTORY will present an impressive picture of the industry.

This offer expires January 31

The 1932 REFRIGERATION DIRECTORY will be issued in February at \$2.00 a copy.

In order to estimate the total number of copies needed, we are making a special pre-publication offer at one-half price.

This attractive offer is good only for orders mailed during the month of January

By acting promptly you can secure your copy at the special price of \$1.00 and also make sure of having complete information about your industry as soon as it is released.

Use the coupon. Fill in, detach and mail with your remittance today.

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.....1932

Gentlemen:

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I enclose \$..... for the above.

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LEE NAMED DIRECTOR OF G. E. LABORATORIES

SCHENECTADY—Everett S. Lee, formerly an assistant engineer of the general engineering laboratory, General Electric Co., has been appointed engineer of the laboratory to succeed the late Louis T. Robinson.

Mr. Lee is a graduate of the University of Illinois, class of 1913, in electrical engineering, and holds the degree of M. S. from Union College. He entered test at the General Electric Co. in 1913, then went to Union College as an instructor in electrical engineering.

Following the World War, Mr. Lee entered the general engineering laboratory of the company, and in 1928 was made an assistant engineer.

He was at one time chairman of the Schenectady section of the American Institute of Electrical Engineers, and is now a member of two national committees of the same organization. He is chairman of the sections committee and a member of the instruments and measurements committee.

LAYFIELD HANDLES RANGE SALES FOR ALEXANDER CO.

ATLANTA, Ga.—O. H. Layfield has been appointed range sales manager for the W. D. Alexander Co., distributor of General Electric refrigerators, and recently appointed distributor of Hotpoint ranges for the state of Georgia.

Miss Clara Dean has also been added to the personnel of the firm, as home economist.

Definite plans for range sales routine have not yet been formulated, according to W. D. Alexander, president of the concern.

Senator Starts War On Monopolies

WASHINGTON, D. C.—Three bills described by their sponsor as designed "to save independent industries and establishments from being ultimately devoured by the chains and monopoly" were introduced in the Senate, Jan. 5, by Senator Nye (Rep.) of North Dakota.

They would make illegal the selling of goods below cost except under exceptional circumstances, and price discrimination would be made an unfair method of competition. They would also make all trade practice conference rules enforceable after they have been adopted by a majority of the industry and approved by the Federal Trade Commission or the courts.

The bills would create a Federal Trade Commission court, to have jurisdiction arising through the Sherman Anti-trust and other acts dealing with restraint of trade, monopoly and unfair competition.

The proposed measures, according to Senator Nye, are intended "to free the channels of commerce from destructive 'cut-throat' competition and thus permit the continued existence of thousands of honest and efficient business establishments constantly threatened by giant and would-be giant monopolies."

DAVENPORT FRIGIDAIRE SALES UP 97% IN DECEMBER

DAVENPORT—The Electric Equipment Corp., Frigidaire distributor in this territory, exceeded its 1930 record for the month of December by 97 per cent, according to A. C. Blunk, sales manager.

The November quota of the distributor was exceeded by 15 per cent, nearly doubling the amount of business done in the same month of 1930.

DELINEATOR PRINTS REFRIGERATION BOOK

NEW YORK CITY—How to select a refrigerator for the home, how to use it and care for it is the subject matter covered by a recent booklet by Grace L. Pennock, based on actual experience in the Delineator Institute kitchen and testing laboratory.

The Delineator Institute has at present a specially insulated room on the fifteenth floor of the Butterick Building for testing both mechanical and ice refrigerators now on the market.

When a refrigerator first arrives it is operated for about a month before actual tests begin, to ease up the motor and get the machine in normal working condition.

Constant Temperature Room

The refrigerator then goes into a constant temperature room where it is operated at various room temperatures up to and including 100°, first with an empty box, then with a heater in the box, which furnishes heat corresponding to that introduced into the cabinet when it is in use.

Records are kept by a five point potentiometer of the temperature in three places in the food compartment, and also in the chilling compartment and the room. The motor is tested and observations made as to safety of operation and general construction.

Power Consumption Figured

Power consumption, percentage of time the machine is in operation, and number of operations made in a 24-hour period are recorded, as is the speed of freezing water in the chilling unit.

If the refrigerator has been satisfactory so far, it now goes to one of the kitchens for practical use. Temperatures maintained and power used are again recorded.

Air circulation with varying food loads, convenience of shelf arrangements, and practical performance of the freezing compartment is studied. The storage of salad greens, as to condition and length of time stored, is noted, and the ease of cleaning, ease of operating controls, inside and outside finish, and hardware quality are observed.

Service Calls Recorded

If service calls are required, the number is recorded and the promptness and quality of service given are taken into consideration.

After use for three months, the cabinet is taken apart and its insulation examined. Special experiments are conducted to obtain information. For instance, the adequacy of the size of the box, shelf space, etc., are determined by preparing meals for a certain sized family from it for one week.

Records on performance are kept and give information covering the ideal size for families of varying size, and how use of the refrigerator affects performance.

Approved List Available

Names of the refrigerators which have been approved through these tests are sent to anyone on request by the Institute.

The booklet tells the layman how to choose his refrigerator, dwelling first on construction, insulation, lining, and gaskets around the doors are mentioned. The circulation of air, the exterior of the cabinet, the hardware, and the size are treated.

In discussing the use of the refrigerator, the booklet speaks of the location of the refrigerator, how to prepare it for use, the ideal temperatures, air circulation, the storage of food, and the cost of operation.

A section on the automatic refrigerator discusses temperature setting, large quantity marketing, cleaning, defrosting, oiling, and removing ice cubes.

A 14-page division describes various menus and recipes using chilled or frozen foods.

MODERN HOME UTILITIES APPOINTED RANGE OUTLET

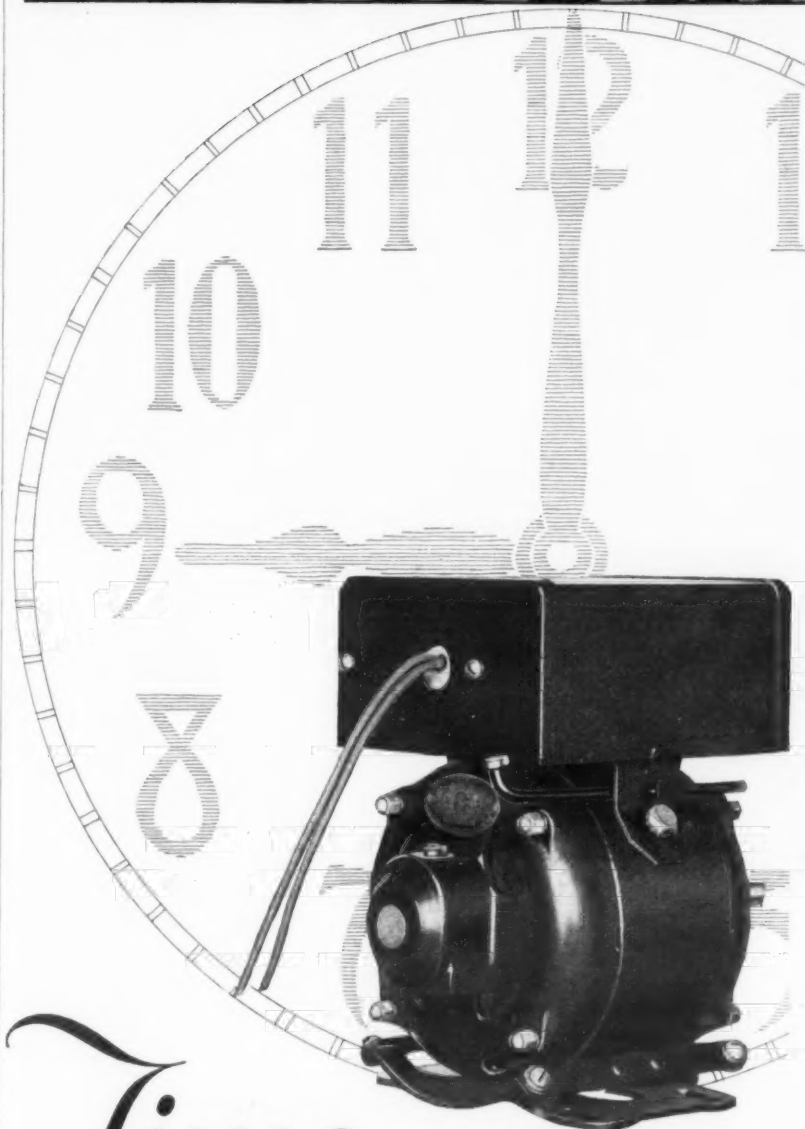
WATERBURY, Conn.—Modern Home Utilities, Inc., has been appointed distributor for General Electric Hotpoint ranges in the same territory in which it handles General Electric refrigerators. This territory includes Connecticut and Fishers Island, N. Y.

The firm has four direct stores located at Waterbury, New Haven, New London, and Middletown, which are already displaying Hotpoint ranges. For the present, according to J. E. Neily, manager of the distributing organization, ranges will be sold by the same selling force which handles refrigerators. Later a special range selling force will be developed.

SALESMAN SELLS FRIGIDAIRE WHILE AWAITING STORK

SHELBYVILLE, Ind.—While they both waited for the arrival of the stork, Clyde D. Pierson, Frigidaire dealer, here, sold his family doctor a model W-6 household Frigidaire. A short time later, the dealer became the father of an 8-lb. boy.

G-E TYPE KC



Time TO TALK MOTORS!

THE time to talk motors is right now . . . well before the "open-season" on sales begins.

Consider the drive . . . it must be "care-free", absolutely reliable, quiet, and economical.

The Type KC capacitor-motor for modern refrigerators fills the bill . . . 100 per cent. Let's talk about it!

JOIN THE "G-E CIRCLE"—SUNDAYS AT 5:30 P. M. E. S. T.
ON N. B. C. NETWORK OF 54 STATIONS—WEEK-DAYS (EXCEPT SATURDAY) AT NOON

GENERAL  ELECTRIC

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USE

STARR-FREEZE Electric Refrigeration

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Greater Sales and Profits

Latest Styles
New Features
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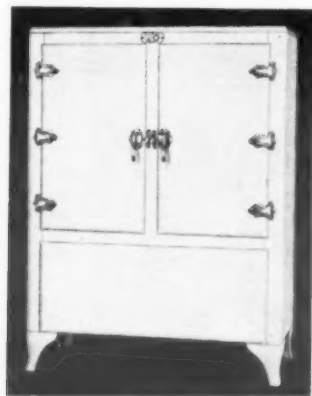
To those who are progressive and are looking for a line to broaden their business activities and assure real profits, we recommend and invite investigation of the Starr-Freeze.

THE STARR-FREEZE IS NOT JUST ANOTHER REFRIGERATOR. It is a line complete in every respect. To insure success in merchandising electric refrigeration, a complete line is necessary, both HOUSEHOLD MODELS and REFRIGERATION EQUIPMENT FOR ALL PURPOSES. To enable you to get all of the refrigeration business available, these days when everyone is demanding electric refrigeration for every purpose, you must be prepared to serve. Business is available in HOUSEHOLD MODELS, APARTMENT HOUSE INSTALLATIONS, EQUIPMENT FOR MEAT MARKETS, DISPLAY CASES, GROCERY CABINETS, WALK-IN COOLERS, LOW TEMPERATURE CABINETS, ICE MAKERS, ICE CREAM MAKERS. A complete line of condensing units, cooling units, compressors, etc., is needed. STARR-FREEZE embodies the requirements for handling all the above business and more. With the Starr-Freeze you are assured of year-around refrigeration business, essential for your success.

Moreover, Starr-Freeze is not new to the public. Its superior merits are evidenced by the ever-increasing demand. The 1932 line incorporates the latest styles and features known to refrigeration.

Starr-Freeze is manufactured complete in our own factories, an important point that will not be overlooked by those who know electric refrigeration.

The opportunity is here—why experiment? Work with a line that past experience assures giving every satisfaction. With Starr-Freeze, past losses may be recouped and last year's disappointments forgotten. Let Starr-Freeze prove that the year 1932 can be YOUR reconstruction period.



STYLE G

Available in lacquer, Vitreous porcelain, or lacquer in colors.

See the Line . . . It Will Prove Its Own Merits

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"Quality Products Since 1872"



How To Sell Refrigerators

As Told By J. L. Leeson, Salesman, Good Housekeeping Shop, Detroit

By Phil B. Redeker

DETROIT—"Sell the woman on refrigeration first—and the rest is comparatively easy," is the broad formula laid down by J. L. Leeson, salesman at the Good Housekeeping shop who has been selling refrigeration—practically all makes—for more than five years.

"It is easier to persuade a woman to listen to your story than a man, and the chances are that she will be more interested and receptive," Leeson explains.

"If a woman can be brought to the point of wanting the refrigerator, she can do more towards selling her husband than any salesman, and all that will remain to be done will be the drawing up of agreeable terms."

Sales Procedure Different

The refrigerator sales procedure as carried out in the Good Housekeeping shop, a specialty merchandising store carrying a great many lines and types of merchandise, is somewhat different

than that practiced by the typical refrigerator distributor or dealer.

Prospects are not sought out by canvassing, and very few are gleaned through the medium of "tips" or "leads."

The vast majority of prospects come from the army of "lookers" and "browsers" who wander into the store, dozens each hour of the day. Few are real prospects when they first enter the store, most of them are potential prospects who have to be led up to the prospect stage.

Can Detect Interest

"Most of the people who are willing to give you any time at all will generally tell you what they are looking for, or if they are just 'shopping around' it is easy enough to lead them from one product to another until they signify an especial interest in one kind," Leeson states.

Leeson believes that the majority of specialty merchandising shop salesmen try to sell the prospect on first contact,

and he estimates that 75 per cent of the sales are actually closed on first meeting of prospect and floor salesman.

Not that the salesmen are averse to making appointments for night interviews; in fact in a great many cases night interviews have to be made to get the "signature on the dotted line."

Savings Argument Important

But the actual job of selling is generally carried through on first contact, because the salesmen are dubious about their chances of success with a prospect who leaves the store unsold.

"The 'savings' argument is the one big point I play up in getting the prospects first sold on the idea of electric refrigeration," says Leeson. "I find out if they are using an ice box, and if so, I compare the running costs on these two types of refrigeration."

"With regard to this subject, I do not use any 'stock' set of figures, but find that I can make the story more vital by using the prospects' own figures. I do not wait for them to volunteer this information, but suggest some figure, such as 50 lbs. daily, with an additional 25 lbs. over the week-end, to which they either assent, or offer some alternative."

"Working with these figures and creating some total figure for the eight or nine months operation, which is against their own figure, I can make a striking comparison of yearly operating costs as between the ice box and the electric refrigerator."

Prevention of Food Spoilage

"It is an easy transition to launch into another item of savings that may be gained by use of the electric refrigerator, namely, that of prevention of food spoilage."

"Here I use U. S. government figures to show that of all food produced, 20 per cent is lost through spoilage, and that approximately one-fourth of that spoilage actually occurs in the home, which makes a rather impressive figure when turned into dollars and cents."

"When I get to the point of the savings that may be gained through quantity buying and storing in the refrigerator, I always have current market prices on certain perishables at my command so that I can quote them and have merely to say, 'Go to the Broadway market across the street and check these figures yourself.'"

While the savings argument is the big factor in selling the prospect on the idea of electric refrigeration, it is the peculiar attractiveness of the cabinet of some models that goes to sell the individual prospect on a certain make of refrigerator.

"Because of our peculiar situation in which we are merchandising practically every make of refrigerator, I think I get a pretty good picture of what sells the prospect on a certain type of refrigerator, and I will venture that better than 60 per cent of the prospects' choice turns on cabinet construction, design and interior appearance and arrangement," Leeson avers. "I think that it plays a greater part than the firm name, friend and family endorsement, or mechanical operation."

Mentions Mechanical Points

Mr. Leeson says that he makes only a bare mention of the outstanding mechanical features of the different makes when talking to the prospect, because people seem to accept without reservation, the probability that any model they select will operate automatically without any trouble, or at least with a minimum of servicing.

"The fact that the refrigerator gives service which is entirely automatic 365 days in the year, and that it is an electric appliance which is a 'money-saver' instead of an added expense, makes the salesman enthusiastic about selling it," Leeson comments.

One of the things to be avoided in selling is the matter of allowing the customer to break off the sales talk and hurry to the question of price, the Good Housekeeping shop salesman points out.

"The greater number of points you can drive home before the prospect starts talking price, the greater are your chances of a sale," Leeson advises.

"That is why it is important to get to the savings arguments at the start, for the more of these he has to weigh against the price of the refrigerator, the smaller the price factor becomes."

The clever salesman, by keeping the conversation under his control, can stall the prospect off if the latter tries to jump to the "price-and-term" question too soon by such artifices as turning quickly into another avenue of the sales talk or by directly averting the question, Leeson points out.

Must Judge Prospect

There is a danger, of course, in making the sales talk too long, and a fine sense of balance and an insight into human behavior is needed to sense the time when the prospect seems to be at the point where a "cold turkey" talk on terms would be effective, or when

the prospect seems bored or impatient with the sales talk.

"While I have said that if the woman prospect is thoroughly convinced, the sale is as good as made, very few sales are actually closed with the woman prospect alone," says Leeson.

"The man may take his wife's word that they have a need for the refrigerator and that it will save him money, but he wants to hear about the prices and terms himself. The women take no little part in the dickering, but they seem hesitant to make the final decision by themselves."

Mr. Leeson doesn't refer much to users, but he has a special case or two for each different make which he can bring forth to help the sales argument.

"I generally use the name of some man whose name carries weight and who is likely to be known," Leeson illustrates. "If I can tie it in with the story of refrigeration, so much the better—for instance, I tell a prospect who is interested in a particular make that Mr. Blank, a director of a large creamery, and a man who ought to know something about food preservation and economy, has purchased a machine of this make and is very well satisfied with it."

'Lack of Funds' Resistance

"Lack of funds is, of course, the greatest point of sales resistance. To combat it, the salesman must put an argument strong enough to convince the prospects that they can't afford to be without a refrigerator."

"Then for your own interests it is necessary to convince them that you can give them the lowest price and best terms, to prevent their shopping around."

Even if the prospect is only lukewarm to the sales talk, and can't be brought to buying or to making appointments for immediate future interviews, Mr. Leeson doesn't always give up.

While he does not keep a card file system, he notes some of the more promising of these "suspects," and keeps contacting them by the extensive

use of the telephone, and by personal calls during the two days that he spends out of the Good Housekeeping shop every month.

"One of the hardest sales I ever closed had a most pleasant ending," Leeson reminisces. "Two couples came into the store one afternoon, and wanted to look at a refrigerator. One of the men took it upon himself to do most of the talking, and it developed that he had a more or less superficial knowledge of the principles of refrigeration, and he made quite a display of this fact."

"He was interested mainly in two things—a rotary type compressor, and a low-priced cabinet, the latter becoming evident when he admitted that he had given serious consideration to a mail order house machine."

"After more than three hours of conversation, in which I had to call upon the reserves of my technical knowledge and my patience, I got the 'talker' to put his name on the dotted line."

"I was about to put my pen away when the male member of the other couple stepped up and said 'draw one up for me, too.'"

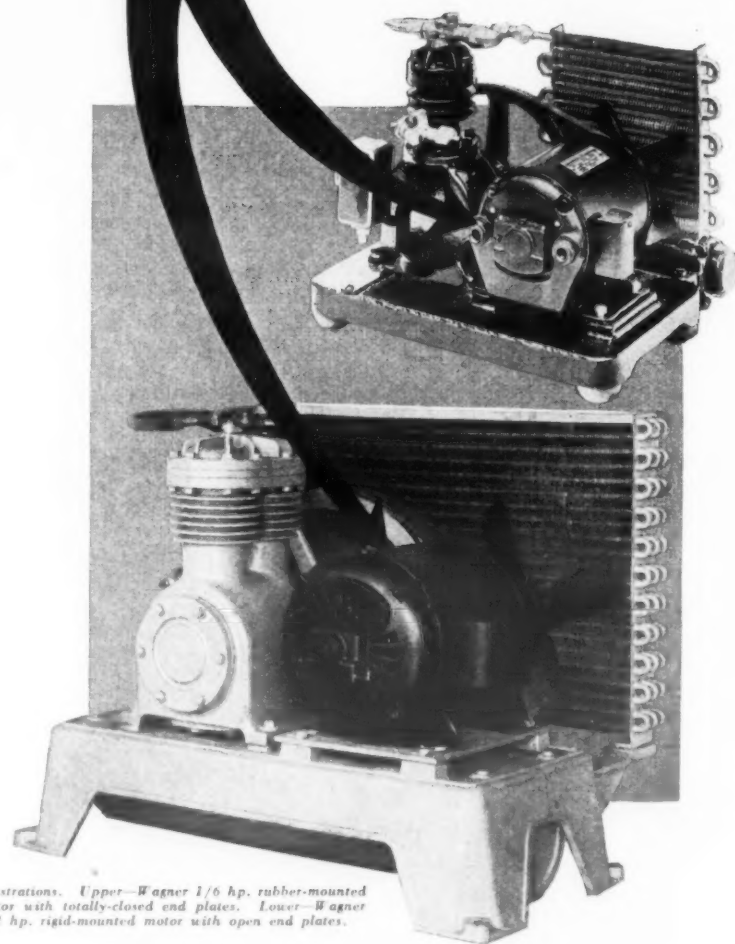
NEW ENGLAND HOTPOINT RANGE DISTRIBUTOR NAMED

LOWELL, Mass.—The Eastern Service Refrigerator Co., distributor of General Electric refrigerators in northeastern Massachusetts and the state of New Hampshire, has been appointed distributor in the same territory for the General Electric Hotpoint range.

The appointment was announced by George A. Hughes, president of the Edison General Electric Appliance Co., Inc.

"In size of advertising budget, scope of operations and distribution set-up, the program will follow closely the plan of development by which, in the past four years, we have sold electric refrigerators," says D. A. Kirkland, manager of operations for the distributor.

PLUS
motors!



Illustrations. Upper—Wagner 1/6 hp. rubber-mounted motor with totally-closed end plates. Lower—Wagner 2 hp. rigid-mounted motor with open end plates.

A good electric refrigerator is a combination of a well-built refrigeration unit; a fine cabinet; PLUS a motor which gives trouble-free, uninterrupted service. . . . Such an electric refrigerator stays on the job—and therefore remains profitable to all concerned: manufacturer, dealer and user. . . . The rapid growth of mechanical refrigeration is largely the result of careful choice of these three items, and the realization that no electric refrigerator is better than the motor which operates it. That the industry appreciates the importance of the motor is reflected in the wide preference and adoption of WAGNER motors. . . . Wagner motors are the product of forty years of experience in motor building and some fifteen years of close co-operation with manufacturers of domestic and industrial refrigerators. Their wide preference and adoption by the electric refrigeration industry attests to their exceptional fitness for refrigeration duty.

Wagner Electric Corporation

6400 Plymouth Ave., St. Louis, Mo.

MOTORS

TRANSFORMERS

FANS

BRAKES

Check These Cavalier Features ... then Check Cavalier Prices

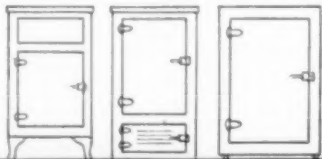
- 1 Rotary compressor unit, with only 5 moving parts.
- 2 Motor connected directly to compressor, no belts or gears.
- 3 Air-cooled compressor.
- 4 Entire unit on top, concealed and guaranteed for three years.
- 5 Handsome new cabinets, of either all porcelain, inside and out, or porcelain interior with lacquer exterior.
- 6 Roomy vegetable bin at bottom of cabinet.
- 7 All shelves in easy reach—no stooping.
- 8 Cabinets thoroughly insulated with Dry Zero.
- 9 Cold control.
- 10 Chromium plated hardware.

THESE . . . and a host of other features prove the Cavalier a quality job through and through. Yet the Cavalier retails at unbelievably low prices. Small model as low as \$150.00. The Cavalier is easy to sell . . . a minimum of attention keeps it sold and protects your profits.

Write for distributor plan—today.

Refrigerator Division
TENNESSEE FURNITURE CORPORATION
CHATTANOOGA, TENNESSEE

. . . For the mechanical unit manufacturer we also manufacture cabinets of any type or style . . . Write for complete information without obligation.



LITTLE STORIES OF INTERESTING
PEOPLE
IN THE REFRIGERATION INDUSTRY

THE EXPANSION VALVE

By George F. Taubeneck

LITTLE STORIES OF INTERESTING
IDEAS
IN THE REFRIGERATION INDUSTRY

A Born Salesman

On the first day that the New York City office of the old Frigidaire Corp. was opened, an aggressive young man walked in and presented himself.

Dark, not large but well-built, confident, poised, he had just returned from duty as a pilot in the United States Air Service.

A natural born salesman and ambitious, he wanted to get into a young industry. Electric refrigeration looked good to him.

It had a product to be pioneered, and a merchandising program to be developed. (This was in 1919). No fetters, no rules. Every chance in the world for a smart young man to step in and work out his own ideas.

So when he was told at the Frigidaire that a secure clerical job was to be had, he turned it down as flat as a gold-seeking chorine turns down the back-to-the-farm proposal of the home town sweetheart (except in the movies).

He wanted a job selling. He got it.

Sign Here, Mr. Du Pont; And You, Mr. Raskob?

His first morning on the job he looked around the office, picked up a handful of literature, read it, got on the elevator of the building and rode up to the eighth floor.

Without difficulty he gained entrance into the big office on that floor, found there Pierre S. Du Pont, chairman of the board of the General Motors Corp., and sold him a Frigidaire—Mr. Du Pont's first purchase of an electric refrigerator, and Mr. McElhinny's first sale of one.

When Mr. Du Pont had flourished his signature on the dotted line, the enterprising young salesman turned to a short, dark man who had been sitting next to Mr. Du Pont throughout the sales talk, and asked:

"And how about you, Mr. Raskob?"

Completely caught off guard, John Jacob Raskob, then chairman of the executive committee of General Motors and later the backer of Al Smith for the presidency of the United States, stammered a bit and said he guessed he'd take one, too.

That was Mr. McElhinny's second sale of an electric refrigerator. Business was good.

Big Money Quickly

In those days the commission for selling a Frigidaire was \$50.00 if you found a prospect and sold him, and \$25.00 if the prospect was turned over by the firm or came in on the floor and was sold.

In the first five weeks that Mr. McElhinny worked there his earnings were \$1,025.00.

At that time there was only one size of Frigidaire to sell. It was a box with 9-cu. ft. capacity, and it came in either white or oak finish. The cabinet was made of wood. It contained two drawers in which ice or ice cubes could be made.

"The sales value of making ice cubes in electric refrigerators was recognized from the very start," observes Mr. McElhinny.

For a few months these refrigerators were sold on a five-year guarantee; but later this was changed to a single year's guarantee.

"There was a good deal of interest in the new type of refrigerator on the part of wealthy people with large homes," Mr. McElhinny recalls. "In many instances their homes were so large that a 9-cu. ft. cabinet was not large enough for their needs."

"In such cases we sold two and three refrigerators and regulated the temperatures for different kinds of food. "A ¼-hp. water cooled motor was used to operate the refrigerating units."

Commercial Opportunity

Having gotten off to a flying start, he kept up a fast pace, and sold thousands of dollars worth of household electric refrigerators.

Intrigued, however, by the opportunity to make bigger sales in the commercial field, he quit selling 9-cu. ft. boxes to wealthy homes and began

McElhinny Opens Convention



W. D. McElhinny, vice president in charge of sales of Copeland Products, Inc., photographed in action on stage of auditorium at beginning of seventh annual Copeland convention.

working with food market proprietors, restaurant owners, and innkeepers.

Here was real money. He kept at it. And before he was promoted to a sales executive position, he had developed some accounts which gave him orders for units totalling more than a million dollars each.

Transition Paragraph

Now that you have a picture of Master Salesman McElhinny, a sales executive who has himself been a salesman of the front rank—and in the days before heavy advertising and promotional effort had created widespread acceptance and a ready market for electric refrigeration—we can go back and watch him grow.

From his earliest days he had the knack of making good quickly, of turning his efforts into profits. He hasn't lost that knack.

Short Pants Days

Born in Johnstown, Pa., Mr. McElhinny's family moved to Kentucky when he was five years old. They lived in both Central City, which is down in the coal-mining district, and Louisville. There were few schools in this district and the terms lasted but three months of the year, so from a very early age Mr. McElhinny had the experience of being away from home to attend school.

The first school he attended was the Louisville Training School at Louisville, and later he went to the Tome School for Boys, a preparatory school at Fort Deposit, Maryland.

During vacations he worked in coal mines, carrying a chain for the mining engineer.

One summer vacation he owned and operated a moving picture theater. Buying it at the beginning of his vacation, he operated it profitably and sold it at a profit when school opened up again.

Also he found time to do much hunting and fishing during those boyhood days.

When he finished at Tome he went to the University of Louisville, where he studied law for two years. He was admitted to the bar in the state of Kentucky, but never practiced.

Needing money, he got a job as a reporter on the Wilmington Evening

Journal of Wilmington, Del. There he worked for a year and a half.

"On this newspaper I got my first real sales experience," he declares. "It took the form of hunting news and finding news, no matter what the circumstances were, and writing that news so that people would read it and like it."

"One had to sell the source of the story on the idea of giving out the information, and then sell the reader on the idea that the story was worth his time."

Ice, Lamps, Stocks

From Wilmington, Mr. McElhinny went to New York City, where he got his first refrigeration experience. It took the form of organizing a small company to handle the sales of ice made by a private plant. "The owner loaned me the profits of the business at the end of the first year," Mr. McElhinny reminisces. "He was very much surprised that there were any profits."

From this job he went into the business of importing electric lamps. He borrowed some money, formed a partnership with an Australian Count, and started selling. The business was successful, and he was able to pay back all his borrowed capital.

After he left this business he joined a brokerage firm, the Morgan Howland Co., which was a member of the New York Stock Exchange. With this company he remained until the United States entered the war, when he joined the United States Air Service and became a pilot.

Onward and Upward

Following his return from the war—as we have related previously—he looked at the rising young electric refrigeration industry, found it to his liking, and became a Frigidaire salesman in New York City.

A number of audaciously successful sales, an accumulation of diligent efforts, and he was rewarded with the position of sales manager of the New York Frigidaire branch.

Later he became regional sales manager of the old Frigidaire Corp. In 1921 the company was merged with the Delco Light Co.

Before this merger Frigidaire's chief

competitor was the Isko Co. of Chicago. Later the Kelvinator Corp. opened an office in New York City.

Mr. McElhinny traveled for the Delco Light Co., and in 1924 was made assistant sales manager in charge of the Eastern territory.

At that time, E. G. Biechler, now president of the Frigidaire Corp., was sales manager of the Delco Light Co., and R. H. Grant, now vice president in charge of sales of General Motors, was president.

The ice cream cabinet made its appearance in 1924. In the latter part of that year Mr. McElhinny was called to Dayton and put in charge of Frigidaire ice cream cabinet sales.

During that time he personally closed several orders totalling more than a million dollars each, and quite a number of orders ranging from \$250,000 to \$1,000,000.

In 1926 he was offered a position as vice president in charge of sales for Copeland Products, Inc., of Detroit. The proposition was attractive, and he accepted. It is the position he holds today.

With George Mason

At this same time George W. Mason, now president of the Kelvinator Corp., came from the Chrysler Corp. as vice president and general manager, and C. W. Hadden was brought to Copeland from the Velie Motor Car Co. as a member of the executive staff.

William Robert Wilson, president of the Guardian Trust Co. of Detroit, was then president of Copeland Products, Inc.

Copeland was a very small company at that time, and its product was almost practically unknown. The company was developed from an organization with few sales outlets to one of approximately 100 distributors, three factory branches and 2,500 dealers.

Sales have grown each year. The company, its officials declare, has been particularly successful from the financial standpoint. For a number of years it has shown a good earning record regardless of the conditions of business in general; and today Copeland is considered one of the leaders of the electric refrigeration industry.

'Way Back When

Concerning those days of early pioneering, Mr. McElhinny has this to say:

"In the development of a new invention there are always two phases to the problem. First, of course, is the mechanical creation of the device, and then its improvement and ultimate perfection, so far as this is possible."

"Next, and equally important from the practical business side of the invention, is the development of the ways and means of getting the device into general use in its field of application. This, in a word, is the sales part of the problem."

"So in the early days of electric refrigeration we were confronted with not only the problems relating to the new machine from a mechanical standpoint, but those of selling electric refrigeration to home owners and later to commercial organizations."

"The sales part of the development of electric refrigeration presented perhaps almost as many difficulties as the mechanical side of the problem."

"The machine was new. Questions of practicability, cost and many others had to be answered to the satisfaction of the woman of the home, and to the husband who had to pay for the additional outlay required."

"There was the merchandising side of the question, too—solving the problems of distribution. Sales organizations and sales methods had to be devised to fit the particular needs of the new device."

"What arrangements to make with distributors, dealers, salesmen, and—equally important—how to provide the necessary servicing to keep the machine in constant operation (for food spoils quickly in warm weather when refrigeration is off) all had to be worked out in the light of experience."

"Refrigeration, as we know it today, had to be sold, and only those who were there know the nature of that task and realize how difficult that was."

"There was another problem that was very difficult. It was in the form of many restrictive ordinances and regulations thrown in the way of the new industry by ice men before they learned that electric refrigeration helped sell more ice than they had ever sold before."

"In the early stages of installation, trouble was started by inducing labor unions to insist that plumbers install these machines—which were a new in-

vention and had to be installed by men especially trained in the work."

"Influence was used to have ordinances passed in various cities that made it very difficult and costly to install electric refrigerators. All these are now largely things of the past."

Years of Vivacity

From the days of pioneering to the time of the writing of this sketch—the eve of his appearance on the stage of Detroit's Masonic Temple auditorium to address a national convention of Copeland salesmen, dealers, and distributors—Mr. McElhinny's career has been one of intense activity.

Problems of the dealer have especially interested him.

He was first to recognize in the plight of stranded radio dealers and distributors an opportunity to extend tremendously the number of electric refrigeration sales outlets.

Following this movement through, he has witnessed the gradual conversion of many radio dealers and distributors who took on refrigeration as a sideline to bona fide refrigeration organizations which still handled radios.

All this, of course, has meant hard driving and incessant hammering—to change sales methods and distribution habits, to revamp merchants into merchandisers.

Still a Salesman

His efforts as a sales executive, however, have not dimmed his light as a salesman.

Today he still gets his keenest pleasure out of boarding a train for some spot where a difficult sale is being negotiated, walking onto the scene, and making a sale.

New products, such as room coolers and refrigerated trucks, interest him greatly; and arouse his personal selling instinct.

Commercial refrigeration, too, still challenges his competitive spirit.

Particularly when the sale seems likely to run into several figures does his itch to get out there and close the deal himself become almost uncontrollable.

Recent example of his on-the-firing-line tendencies was the New Orleans public markets deal, on which Mac brought his oratorical heavy artillery to bear.

Behind the Footlights

Outside of closing a big sale, there is nothing Mr. McElhinny does better or enjoys more than conducting a sales convention. His methods of handling a crowd of salesmen and dealers (or distributors) are as original as they are effective.

He dramatizes and visualizes the points he is making so well that the feeling of illusion he creates often lasts long after he has concluded his speech.

It is stage-work of almost professional order—the kind of directing which Hollywood needs.

The good word about his convention performances has been passed around Detroit rather well; and as a result Copeland convention audiences are generally sprinkled with visitors from other specialty selling organizations, from college public speaking departments, and from many lines of endeavor.

McElhinny Himself

From these brief notes you must have concluded that Mr. McElhinny is a very human sort of individual. You're right. He is.

Human individuals are emotional individuals, and Copeland's vice president in charge of sales is just that.

One's impression of him is almost volcanic. Poised, perfectly controlled, he yet indicates with every word, gesture, and motion that underneath this external calm is a bubbling cauldron of ideas and energy.

It takes but an instant for him to spring into action, or release an idea.

He was married Feb. 10, 1927, to Elizabeth Wilson, a patrician young woman from New York City and Cotuit, Mass. Together they make a well groomed, quite youthful looking pair.

They have a two-and-a-half-year-old son, Wilson Dunbar.

Golfing and hunting, especially the latter, are his favorite sports. He loves a gun, and enjoys the woods.

Does he read? Sure. Anything. Has a voracious literary appetite.

His favorite reading—and his notion of literary classics—is a sheaf of orders.

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Refrigeration Grade. Pure, easy to handle
Guaranteed not over 50 parts moisture per
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WOOD CONVERSION COMPANY
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CHICAGO, 360 N. MICHIGAN AVE.
New York, 3107 Chanin Bldg.
Detroit, 515 Stephenson Bldg.
San Francisco, 149 California St.

How To Get Prospects

As Told By Tom Phillipson, Retail Sales Manager, Caswell, Inc.

By Phil B. Redeker

DETROIT—"In retailing electric re-
frigerators, the secret of success lies
in the exposure of your story to as
many people who can buy as possible,"
is the philosophy that retail sales man-
ager Tom Phillipson expounds to sales-
men in the Caswell, Inc., organization,
distributor of General Electric refrig-
erators for the state of Michigan.

"Experience in specialty selling proves
conclusively that new contacts must
be made daily," Mr. Phillipson states.
"Every successful salesman I know
spends part of each day interviewing
and developing future business."

Explains '25 Plan'

The "25 Plan" recently innovated for
salesmen throughout the entire G. E.
refrigerator sales organization is a pro-
gram which is designed to bring to
light a maximum number of prospects
without making the "cold soliciting"
part of the salesman's work too pre-
ponderant.

Under the "25 Plan" the salesman
contacts 25 homes every morning. The
names and addresses are obtained from
the city directory. The salesman works
his given territory, which is complete-
ly protected. All record sheets on his
calls are carefully filed and kept for
reference.

Adds New Potential Prospects

"This program of persistent calling
adds new potential prospects to the
salesman's list, and gives him a record
of the competition in his territory and
the possibilities for actual sales," Mr.
Phillipson comments on the plan.

"In connection with the standard '25
Plan' I have recommended the 25-5-50
plan—which means 25 interviews each
morning, five important interviews each
week, and the maintenance of such a
program for 50 weeks out of the year,"
Mr. Phillipson states.

Results since the "25 Plan" was put
into effect show that about four good
prospects are developed out of each 25
calls. These prospects are placed on
the direct mail lists and are then given
the proper follow-up.

User Is Good Source

The G. E. organization considers the
user one of the best sources of pros-
pects. At least one of the 25 morning
calls is made to a user, who is per-
haps given a G. E. water bottle or tape
measure in return for the name of a
likely prospect.

Tips from users probably bring pros-
pects from which 25 per cent of the
total sales are made, G. E. sales man-
agers point out.

A great amount of faith is placed in
the enthusiasm which is created by the
"million satisfied users" claimed by the
G. E. refrigerator division. It is felt
that the users create the type of pros-
pect that "comes to the showroom to
buy," having been sold on electric re-
frigeration by a friend who is a user.

The apartment house division of Cas-
well, Inc., uses the Dodge building ac-

tivity reports for obtaining leads as to
new residential or apartment house
buildings, wherein prospects might be
found.

This special division also handles
prospects which are uncovered in the
way or trusts or banks which are hold-
ing property and remodeling it to rent
or sell.

Group Sales Talks

Gaining a group of highly eligible
prospects through the contacting of a
leader of a group of allied employees,
such as might be done with the captain
of a fire station, or a police lieutenant,
is best carried out in the branches in
smaller towns, where the salesman has
a greater chance of intimacy with such
a leader, Phillipson points out.

When it is possible to put on a dem-
onstration or sales talk before such
a group, it is often highly profitable in
the way of obtaining real prospects, he
avers.

The Food Craft Shop, which uses
General Electric equipment exclusively
for its demonstrations, has proved an
excellent source of prospects. Some 20
to 25 meetings are held at this place
each month, and each meeting is at-
tended by an average of 75 ladies.

A name card is drawn up for each
woman attending, and if she displays
any special interest in the refrigerators
kept on display, her card is marked as
a potential prospect.

Attend Each Meeting

"A salesman attends each meeting,
his job being to answer any questions
concerning the use of refrigeration that
may follow the demonstrator's talk,"
states Mr. Phillipson. "In this way we
gain the name of a number of real, in-
terested prospects."

The Caswell organization also co-
operates with various women's clubs
by giving out tally cards, bridge pads
and the like, for which they in return
get their name before these potential
prospects, who may then become real
prospects with little further stimula-
tion.

There are times when great numbers
of names of potential prospects can be
collected with a little concentrated ef-
fort, such an opportunity presenting it-
self at the recent cooking school held
by the Detroit Times.

Conduct Prize Drawings

Here the Caswell organization con-
ducted a prize drawing, giving \$100
credit on a refrigerator. All women
attending who were interested in the
purchase of refrigeration became eligi-
ble for the prize by signing their
names on cards which were turned
over to the Caswell organization.

"Tips from users and leads garnered
from the various sources mentioned
bring forth prospects from which we
get sales that constitute about 40 per
cent of our volume; but I think it is
significant that fully 60 per cent of our
volume comes from the 'cold canvass'
as carried out under the 25-calls-a-
morning program," Phillipson states.

Philadelphia Store
Sells Leonards

PHILADELPHIA, Pa.—Gimbel Bros.,
Philadelphia department store, is now
dealer in Leonard electric refrigera-
tors, according to Walter L. Brous, di-
rector of electric refrigeration sales for
the Klein Stove Co., Leonard distribu-
tor.

Mr. Brous was toastmaster and
speaker at a dinner for the Gimbel
Bros. retail sales force recently, at
which Leonard sales prospects for 1932
were discussed. Harry W. Klein, mem-
ber of the distributing firm, and two
Philadelphia wholesale men also at-
tended the meeting.

D'ELIA ELECTRIC CO. TO
DISTRIBUTE LEONARDS

BRIDGEPORT, Conn.—The D'Elia
Electric Co., Fairfield and Clinton Aves.,
has been appointed distributor for
Leonard electric refrigeration equip-
ment, according to Charles A. D'Elia,
president and treasurer.

The concern's territory will include
all of Connecticut except New London
and Windham counties in the north-
east section of the state. Dealers are
now being appointed, Mr. D'Elia re-
ported.

CAT FANCIERS SOURCE
OF PROSPECTS

CLEVELAND, Ohio—Cat fanciers of-
fer a new unsold market for electric
refrigeration, the Electrical League of
Cleveland believes.

One visitor at the League refrigera-
tion exhibit announced that she had
bought a small electric refrigerator
especially to keep the daily fare of the
pedigreed Persian cats she raises for
the market.

HOLLAND FURNACE BRINGS
OUT HOME AIR CONDITIONER

HOLLAND, Mich.—The Holland Fur-
nace Co. has announced a new air con-
ditioning unit for home use.

The unit is designed primarily for at-
tachment to warm-air heaters equipped
with a 1/4-hp. motor for operating a
high-speed twin fan that keeps the
home air constantly circulating through
the air conditioning unit.

The fan draws the air through a cop-
per mesh filter and forces it through
a series of water sprays. This filtering
and washing process removes approxi-
mately 99 per cent of the dust and dirt
from the air, it is claimed.

The water sprays impinge against a
unit termed an eliminator, through
which the washed air passes, the wash-
ing water dripping off into the sewer,
carrying the dust and other impurities
with it.

OVALLE WILL DISTRIBUTE
HOTPOINT RANGES

HARRISBURG, Pa.—N. K. Ovalle,
Inc., General Electric refrigerator dis-
tributor, has taken over the Hotpoint
range distributorship for this territory,
according to W. M. Hutchinson, man-
ager of the sales promotion division.

E. T. Shepard has been appointed by
Mr. Ovalle as manager of the range
division. Complete plans for merchand-
ising the ranges will be arranged be-
fore the end of January.

YOUNG VISITS GIBSON
GREENVILLE PLANT

GREENVILLE, Mich.—Herbert E.
Young, eastern representative of the
Gibson Electric Refrigerator Corp.,
visited the Gibson factory last week
accompanied by Louis Buehn, radio dis-
tributor in the Philadelphia trading
area.

BUYER'S GUIDE

Manufacturers Specializing in Service
to the Refrigeration Industry

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space.
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ALL REFRIGERATORS LOOK ALIKE TO

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A million owners waiting for it. Polishes as it cleans—
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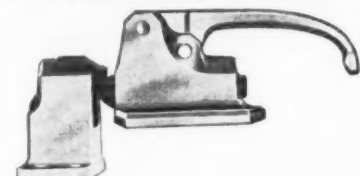
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Los Angeles, Cal.

KASON K-40

REFRIGERATOR LATCH

NEW!
1932
Model



Pat. Applied for

Send for
Sample on
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Kason Hardware Corp., 61-67 Navy St., Brooklyn, N. Y.

EASY-WAY CARRIERS

With an Easy-Way Carrier, any household re-
frigerator, small or large, can be delivered by
two men quicker, better, cheaper than by any
other method. Delivery damage to cabinets or
to customer's premises practically eliminated.

MONEY-BACK GUARANTEE. If you find
Easy-Way not as represented, it can be returned
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1932 REFRIGERATION DIRECTORY

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All sources of supply listed four ways: Alphabetically, by Trade
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pre-publication price of \$1.00 a copy. Order your DIRECTORY
now—save \$1.00.

Business News Publishing Co., 550 Maccabees Bldg., Detroit, Mich.

Stalford Heads Range
Staff of Ochiltree

PITTSBURGH, Pa.—V. K. Stalford,
formerly in charge of ranges for the
General Electric Supply Co., has been
appointed manager of the range depart-
ment of the Ochiltree Electric Co., dis-
tributor in the Pittsburgh area for Gen-
eral Electric refrigerators and Hotpoint
ranges.

A special sales organization has been
set up to handle the ranges in the com-
pany's retail territory, according to R.
W. Evans, sales manager. In the whole-
sale territory, the firm's present refrig-
erator dealers have been asked to ac-
cept a franchise on ranges.

Although this has only been under
way since Jan. 1, Mr. Evans believes
that the dealers will accept this fran-
chise 100 per cent.

LEWIS, JACOBS DISPLAY
GIBSON LINE

CHICAGO—John Lewis, vice presi-
dent of the Gibson Electric Refrigera-
tor Corp., and Ed Jacobs of the sales
department, are in charge of the Gib-
son display at the annual Radio and
Electrical show in the Coliseum, here.

The exhibit was moved in toto from
the Annual Chicago Furniture Market
which closed at the American Furni-
ture Mart, here, Jan. 16.

L. V. Whitney, Gibson Chicago dis-
tributor, also exhibited a line of Gib-
son ice refrigerators.

BALTIMORE STORE USES
METER-ICE PLAN

BALTIMORE, Md.—Hochschild, Kohn
& Co., department store, has secured
the exclusive right, to date, to sell the
Frigidaire in Baltimore, on the Meter-
Ice plan.

3 PHILADELPHIA DEALERS
FOR LEONARD APPOINTED

PHILADELPHIA—Three additions to
the Philadelphia dealer organization
have been made recently by the Klein
Stove Co., distributor of Leonard elec-
tric refrigerators.

Shuman Bros., 1501 Germantown Ave.,
one of the new dealers, plans a three-
month bill poster campaign with ap-
proximately 100 boards a month. About
20,000 pieces of direct mail advertising
will be sent out by this dealer within
the next two weeks, besides 5,000 spe-
cial invitations to view his new line of
Leonard electric refrigeration.

L. Goodman, of 4105 Ridge Ave., and
C. Overlander, 2816 Lehigh Ave., both
furniture merchants, are the other two
new dealers appointed.

SYNTHANE APPOINTS DEALER
IN ST. LOUIS

ST. LOUIS—Industrial Products Sales
Corp., 7307 Natural Bridge Road, has
been appointed sales representative in
the St. Louis territory for the Synthane
Corp., Oaks, Pa., manufacturer of Syn-
thane Laminated Bakelite, sheets, rods,
tubes, fabricated parts and stabilized
gears.

Other Synthane representatives are
located in Philadelphia, New York,
Cleveland, Chicago, Boston, Detroit,
New Orleans, Atlanta, Minneapolis, Los
Angeles, San Francisco, Dayton, and
Pittsburgh.

STONE APPOINTED MANAGER
OF AHRENS BRANCH

TULSA, Okla.—W. L. Stone, for four
years office manager of the Ahrens Re-
frigerator Co., Oklahoma City, has just
been appointed general manager of the
company's Tulsa branch. He succeeds
C. E. Ricker.

BUYER'S GUIDE

Manufacturers Specializing in Service
to the Refrigeration Industry

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space.
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The DeLuxe Range at a
Regular Price

ELECTROCHEF

the New Electric Range
leads in

BEAUTY • SPEED
• ECONOMY •
ATTENTION VALUE

ELECTROMASTER, INC.

1803 E. Atwater St. Detroit, Mich.

Hard and Soft

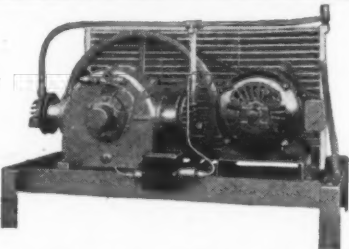
Rubber Parts for Electrical Refrigerating
Ice Cream Cabinet Parts, including

Lid Collars, Sleeves, Brine Hole Stoppers, etc.

Specializing in Rubber Parts manufactured to customer's specification

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Every Refrigerating Need

Distributor's Inquiries Invited

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Manufacturers of Ice and
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A complete range of sizes for Methyl
Chloride, Air or Water Cooled Con-
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Eliminate Inventories

Discard Dry Kilns

Let us carry the inventory. Let us do the drying. We carry the
largest stock of sawn Sitka Spruce lumber in the world. Special
drying equipment enables us to guarantee lumber that contains less
than 9 per cent moisture content. Deliveries always on time, no
delays in your production.

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PORTLAND OREGON

CABINETS

Lacquered Steel and Porcelain Exteriors

Sizes stocked from 3½ to 8 cu. ft. net capacity,
also built to specifications for unit installation.

Cabinets for Multiple-jobs

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BUILD WITH BRUNNER

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quality products that build good will by rendering
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YOUR ADVERTISEMENT

in this Buyer's Guide Column will be seen by distributors, dealers
and refrigerator manufacturers throughout the entire world.

SPECIAL LOW RATES

make it easy to keep industry buyers constantly informed of your
products and service.

Electric Refrigeration News
550 Maccabees Bldg. Detroit, Mich.

REQUESTS FOR INFORMATION

Readers who can be of assistance
in furnishing correct answers to in-
quiries, or who can supply additional
information, are invited to address
Electric Refrigeration News, mention-
ing query number.

Answers to most inquiries for statisti-
cal information and sources of supply
will be furnished by the 1932 Refrigeration
Directory and Market Data Book to
be issued in February. Price \$2.00.

Refrigeration Service Schools

Query No. 638—Where can I secure
an education in refrigeration service?

Answer—National Technical Institute,
4300 Euclid Ave., Cleveland, Ohio;
Utilities Engineering Institute, 404
North Wells St., Chicago, Ill.; Refrigeration
Training School and Shops, Inc.,
104 Blvd. of the Allies, Pittsburgh, Pa.

Rotary Compressors

Query No. 639—What concerns manu-
facture rotary compressors for use in
assembling electric refrigerators?

Answer—Sunbeam Mfg. Co., Evans-
ville, Ind., and Houde Engineering Co.,
537 East Delavan Ave., Buffalo, N. Y.

Leakage Figures

Query No. 640—Would you furnish us
with the following information:

1. Daily Btu. wall leakage tables.
2. Refrigerator service load tables.
3. Refrigerator area tables.
4. Refrigerator interior cubic content tables.
5. Air circulation and baffling charts.
6. Display case Btu. load tables.

Float, Flapper Valves

Query No. 641—Where can float valves
and flapper valves for Frigidaire re-
frigerators be purchased?

Answer—Both from Frigidaire Corp.,
Dayton, Ohio. Float valves from Fed-
ders Mfg. Co., 57 Tonawanda St.,
Buffalo, N. Y., and Detroit Lubricator
Co., 5842 Trumbull Ave., Detroit, Mich.
Flapper valves from Detroit Stamping
Co., 3445 West Fort St., Detroit, Mich.

Parts for Valves

Query No. 642—Will you please give
us names of concerns which manufac-
ture check valves, feather valves, and
valve seats?

Answer—Check valves: Henry Valve
Co., 3260 West Grand Ave., Chicago, Ill.;
feather valves: Detroit Stamping Co.,
3445 West Fort St., Detroit, Mich.; valve
seats: Buick Tool Works, 42 Pearl St.,
Buffalo, N. Y.

Commercial Refrigerator Mfg. Co.

Query No. 643—Will you please fur-
nish us with the address of the Com-
mercial Refrigerator Mfg. Co.?

Answer—1020 E. 59th St., Los Angeles,
Calif.

Service Men's Organization

Query No. 644—Will you please send
me the street address of the executive
office of the National Society of Re-
frigeration Service Engineers?

Answer—Milton Boneberg, 67 Peach
St., Buffalo, N. Y.

Ranco Thermostats

Query No. 645—What company manu-
factures Ranco thermostats?

Answer—Automatic Reclosing Circuit
Breakers Co., Sixth & Wesley Sts., Co-
lumbus, Ohio.

Wall Type Thermometers

Query No. 646—What companies man-
ufacture wall type thermometers?

Answer—Bristol Co., Waterbury,
Conn.; Foxboro Co., Foxboro, Mass., and
C. J. Tagliabue Mfg. Co., Park &
Nostrand Aves., Brooklyn, N. Y.

Display Case Dehydrators

Query No. 647—What companies man-
ufacture dehydrators to be used be-
tween the glasses of a display case?

Answer—Garden City Plating & Mfg.
Co., Talman Ave. and Ogden Ave., Chi-
cago, Ill., and Kason Hardware Corp.,
61 Navy St., Brooklyn, N. Y.

Refrigeration Service School

Query No. 648—Where can I receive
training in refrigeration service around
Chicago?

Answer—Utilities Engineering Insti-
tute, 404 N. Wells St., Chicago, Ill.

LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other mate-
rials recently issued.

Manufacturers are requested to send
copies of new trade literature to
Electric Refrigeration News.

Link-Belt Co.

The Link-Belt Co., Chicago, Indian-
apolis, Philadelphia, has just issued a
12-page art gravure calendar, 24 in. by
15 in., illustrated on each page with in-
dustrial photographs showing material
handling, screening, or positive power
transmission equipment.

The calendar furnishes at a glance
three months. A copy of it will be
sent to anyone requesting a copy on
business letterhead, according to Mar-
tin H. Kidder, who signs the form let-
ter accompanying it.

OIL BURNER SALES IN 1931 DECREASE 20%

NEW YORK CITY—A decrease in
1931 of 20 per cent in oil burner sales
below the 1930 sales volume is reported
for the oil burner industry by Harry
F. Tapp, executive secretary of the
American Oil Burner Association.

Approximately 100,000 new domestic
oil burners were sold during the year,
bringing the total in operation to ap-
proximately 754,000.

Although the sales volume suffered a
decrease, Mr. Tapp reported that the
year was a period of readjustment in
which weak or unstable companies were
forced to drop out, but the stronger
companies in many instances registered
substantial gains for 1931.

Material advances in engineering re-
search and correction of certain con-
ditions affecting sales were also re-
ported.

The year 1931 marked the close of
the first decade of the domestic oil
burner industry on a large scale. Dur-
ing the past 10 years, the number of
domestic oil burners in use has in-
creased from 12,500 to 754,000, and the
yearly volume from 9,100 to more than
100,000.

In cooperation with the American
Society of Heating and Ventilating En-
gineers and with Yale University, the
American Oil Burner Association
studied the application of oil burners
to various types of heating units.

Correction of obsolete ordinances lim-
iting the sale of oil burners was made
in various centers, including Metropoli-
tan New York, Massachusetts, New
Jersey, and Long Island during the
year.

GENERAL ELECTRIC SHOWS GROWTH IN STOCKHOLDERS

SCHENECTADY, N. Y.—Stockhold-
ers of the General Electric Co. in-
creased by 33,323 between December,
1930, and December, 1931. The total
number of stockholders in December,
1931, was 150,073, the largest in the
company's history, officials announce.

Owners of common stock numbered
140,483 in December, 1931. Of this num-
ber a certain proportion also own spe-
cial stock, and, in addition, 9,590 are
owners of special stock only.

A year earlier there were but 107,025
owners of common stock, some of whom
also owned special stock, while the
number owning special stock only was
9,725.

DEPARTMENT STORE SELLS 5 UNITS DAILY

BALTIMORE, Md.—Hutzler Brothers
Co., department store dealer in West-
inghouse electric refrigerators, has been
selling as many as five units a day,
during the past few weeks, according to
J. S. Williams, head of the refrigerator
department.

The local distributor, Parks & Hull,
Inc., maintains a supervisor and sales
staff at the store cooperating with J. S.
Williams, manager of refrigeration.

THE CONDENSER

ADVERTISING RATE fifty cents per
line (this column only).

SPECIAL RATE is paid in advance
—Positions Wanted—fifty words or less,
one insertion \$2.00, additional words
four cents each. Three insertions \$5.00,
additional words ten cents each. All
other classifications—fifty words or less,
one insertion \$3.00, additional words
six cents each. Three insertions \$8.00,
additional words sixteen cents each.

REPLIES to advertisements with box
numbers should be addressed to the
box number in care of Electric Refrig-
eration News, 550 Maccabees Building,
Detroit, Mich.

POSITIONS WANTED

SERVICE or installation man for com-
mercial or household equipment. Thorough
technical training, practical experience, clean
character, excellent recommendations. Sin-
gle, can travel anywhere. Salary not main
object. Connection with reputable concern
of prime importance. Have own modern
tools. Box 410.

YOUNG American, college trained, proven
sales and executive ability, willing to travel,
pleasing personality, experienced with house-
hold equipment. Employed at present in
own business, formerly managing director
of Norge British firm in Buenos Aires, Ar-
gentina. Well connected in U. S., western
Europe, eastern, southern and central Amer-
ica. Familiar French and Spanish. Box 411.

EQUIPMENT FOR SALE

FOR SALE—Complete stock of Genuine
Zerozone Service Parts for all Size Zerozone
Machines from 1/6 to 1½-hp. Compressors,
Motors, Brine Tanks, Expansion Valves,
Trays, etc. Zerozone St. Louis Co., 2317
Tennessee Ave., St. Louis, Mo.

WANTED: Experienced production man
familiar with the production of Elec-
tric Refrigerator Cabinets. Should know
all details involved, including metal
work and both lacquer and porcelain
enamel finish. Give age, education, pre-
vious experience and salary desired.

Box 409 Electric Refrigeration News

DUNNING TO DISTRIBUTE G. E. HOTPOINT RANGES

DULUTH, Minn.—A. S. Dunning, Inc.,
General Electric refrigerator distribu-
tor, has accepted the appointment as
distributor of General Electric Hotpoint
ranges in this territory.

Range department manager will be
L. M. Allen. Other new appointments
in the organization to handle the new
product are J. H. Flanagan, utility spe-
cialist; H. M. Wright, retail sales man-
ager, and Asher Taylor, product man-
ager.

DEMING NAMED MAJESTIC DEALER'S SALES HEAD

SPARTANBURG, S. C.—C. M. Dem-
ing is now sales manager for Ernest
Burwell, local Majestic refrigerator and
radio dealer.

Mr. Deming reports that they have
added two new salesmen, making a total
of seven.

SUBSCRIPTION ORDER

Business News Publishing Co.,
550 Maccabees Bldg.,
Detroit, Mich.

.....1932

Sirs:

Please enter order for subscriptions as follows:

- ☐ ELECTRIC REFRIGERATION NEWS only ☐ 1 year ☐ 2 years.
☐ REFRIGERATED FOOD NEWS only ☐ 1 year ☐ 2 years.
☐ The 1932 REFRIGERATION DIRECTORY (Book to be issued in February).
☐ ELECTRIC REFRIGERATION NEWS and REFRIGERATED FOOD NEWS.
Combination rate for both papers ☐ 1 year ☐ 2 years.

SUBSCRIPTION RATES (Effective Jan. 1, 1932)

	Electric Refrigeration News		Refrigerated Food News		BOTH PAPERS	
	1 Yr.	2 Yrs.	1 Yr.	2 Yrs.	1 Yr.	2 Yrs.
In United States and Posses- sions and all countries in Pan-American Postal Union	\$3.00	\$5.00	\$1.00	\$1.50	\$3.50	\$6.00
In Canada (where new tariff of 5 cents per copy applies). Payment in U. S. money.	\$6.00		\$2.00		\$7.00	
All other countries	\$4.00	\$7.00	\$1.50	\$2.50	\$5.00	\$9.00

The 1932 Refrigeration Directory. Special pre-publication offer for month
of January only: \$1.00 in United States, \$1.50 in all other countries.

Name.....

Attention of
or care of.....

Street address.....

City and state.....